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Analysis Plus Launches Expanded Artist Program at 2026 NAMM Show

The high-end audio cable maker promotes its diverse artist roster with demo performances at NAMM

FLUSHING, MI – January 14, 2026 – ([GUITARpr](#)) – Analysis Plus, known for their high-end audio cables for musicians and pro audio, has unveiled its new **2026 Artist Program** designed to expand its reach and engagement among a wide range of performers across the musical spectrum.

The expanded program will be officially launched at the **2026 NAMM Show** in Anaheim. A group of Analysis Plus Artists will be participating in demo performances at their **Booth #5629 in Hall D** from Thursday, January 22 through Saturday, January 24.

Great Artists. Great Products.

This year's Analysis Plus booth will include the premiere showing of the new **Blacklight UV PRO Line** of cables with an entirely new approach to standout looks and functionality.

Additionally, the company will once again be displaying its highly acclaimed line of **premium audio cables** featuring its unique proprietary Hollow Oval design technology. Users around the world consistently praise these extraordinary cables for sounding better and performing far beyond expectations. There is a difference and Analysis Plus has been proving that for over 30 years.

The Analysis Plus Artist Program has included a highly diverse roster including the likes of John Mayer, Marty Friedman, Scott Bernard, Jimmy Haslip, Jake Shimabukuro, Tina Guo, Russ Hewitt, and so many others. From guitar and bass to cello and keyboards, and more, Analysis Plus Artists use their cables on

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stage, in studio, at home, and just about anywhere there is a need for the best possible sound in their audio connection.

According to company president, Shari Markel, “We have enjoyed relationships with so many great artists over the last 30 years, and with our revamped Artist Program, we look forward to working with a whole new group of talented individuals from many different backgrounds and genres.”

More about the Artist Program at: <https://analysis.plus/artist-program/>

More NAMM Show information at: <https://analysis.plus/namm-show/>

About Analysis Plus

In 1993, Analysis Plus began life as a scientific research and design company and is now focused primarily on two markets: Musicians/Pro Audio and high-end Home Audio. Their proprietary Hollow Oval design cables are used by discerning musicians, pro audio techs, and audiophiles alike around the globe.

Learn more at: <https://analysis.plus>.

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