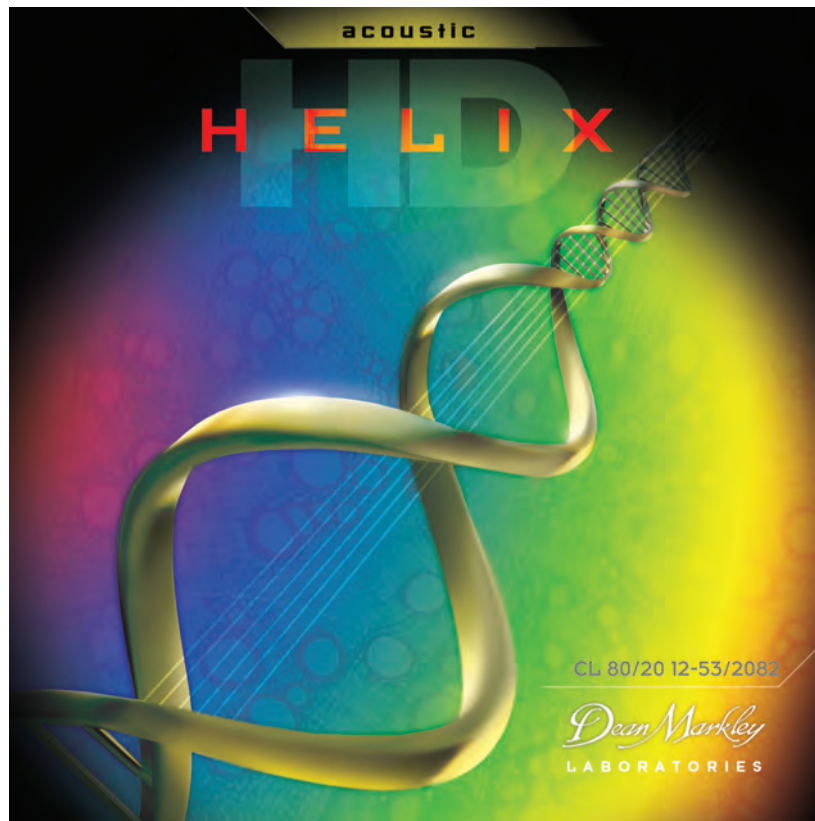


NEW STRING DNA DISCOVERED

Long before languages, cave paintings, or simple tools, there was music. Then as now, there is a distinct “code” imbedded in tone. Man feels and senses, sometimes with our “sixth sense”, the pleasant tones and the not so pleasant tones. Designing a string that unlocks that code and satisfies man’s desire for the pleasant tone was our goal. This is where our story begins—and Dean Markley Laboratories is born.

We know that since the early days of string making, string manufacturers have used many tools to produce strings in new and creative ways, only to find that while accentuating one characteristic, another was lost. Everything from string grinding to coatings, the same outcome—some benefit some sacrifice.



Our Lab Engineers elected to think “outside the box.” The result is the first truly new string in decades. We took a new approach to find the genetic link between Player and String. After endless research we discovered the “key-code” and we could finally decipher the mystery. There truly exists a shared DNA. A Double Helix with one strand, the perfect string, and one strand, the guitar player seeking perfection.

**WELCOME HELIX HD™
GENETIC SOUND OF THE FUTURE**

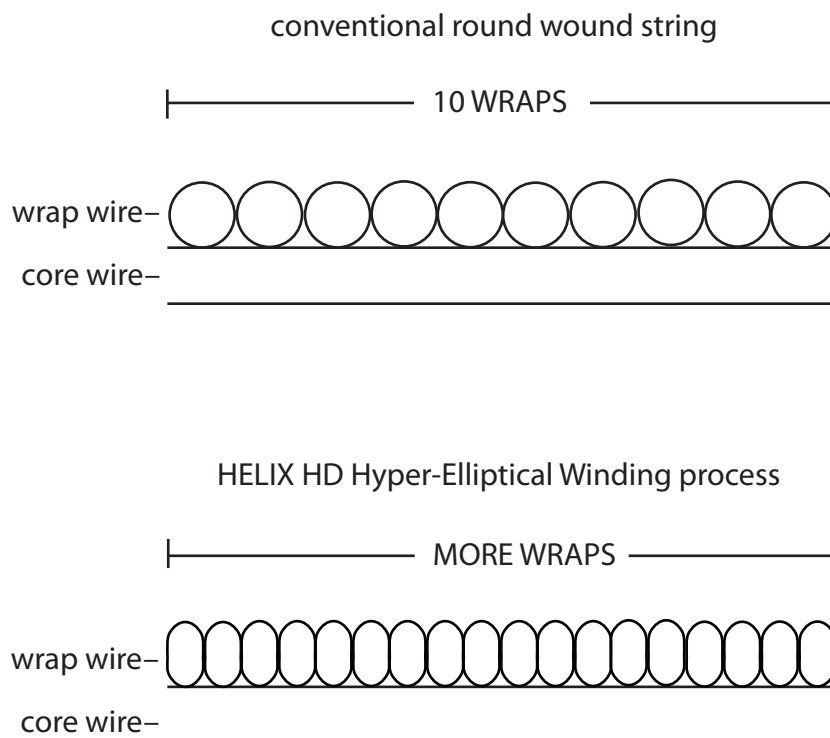
THE HELIX HD PHENOMENON

With our goals defined, the Dean Markley Labs, along with great players from around the world, set out to create the string that would redefine strings forever.

So how do we create a string using this newly deciphered “code” that has the greatest tonal qualities, unrivaled feel, and playability without the need for players to change their “comfort-zone” of gauge, material preference, or equipment? The answer is the patent-pending Hyper-Elliptical Winding Process™.

HYPER-ELLIPTICAL WINDING ADVANTAGES

The patent-pending, Hyper-Elliptical Winding Process is the next generation of real improvement in strings. By shaping the wire to become a hyper-ellipse and winding it perpendicular to the core’s contact point, Dean Markley Labs achieves the most wraps per inch along the string length—more winds than all other conventional strings. This means more string mass. More mass means greater overall tone, better mid-range, super harmonics, greater sustain, smooth easy feel, and more life.



THE ADVANTAGES FOR THE PLAYER ARE:

VOICING: A new fuller voicing with better tonal response across the full spectrum. From fundamental to the full range of harmonics, HELIX HD Delivers.

TONE & SUSTAIN: The increased mass keeps the strings in tune an unreasonably long time and the improved mass creates perfect string vibration. The reduction of normal damping effects gives HELIX HD superior sustain.

PLAYABILITY: Reduced finger friction, along with a more even distribution of mass, results in a string that can't be matched in playing ease.

FEEL: Reminiscent of a coated string but without the harmonic destruction associated with coatings. Finger noise is reduced substantially because of the smaller distance between the wraps (smaller peaks and valleys along the string).

LONGER LIFE: Closer wrap spacing offers less area for dirt and debris to accumulate. Less finger contact area per wrap allows less accumulation of the player's destructive chemistry, which causes conventional strings to die prematurely. HELIX HD lasts a much longer time. Less money spent on strings.

UNIVERSAL ADVANTAGES: The benefits are truly universal. Whether you are an Acoustic or Electric player (or Bass—coming soon), the advantages are most impressive. No matter the genre of music, the new Dean Markley HELIX HD transcends playing styles to offer the best string performance you can find.

HELIX HD™ YOU CAN FEEL IT IN YOUR GENES

BETA TESTING WAS DONE AROUND THE WORLD. HERE'S WHAT A FEW OF THE PLAYERS HAD TO SAY ABOUT THE "TOP SECRET" - BETA TEST STRINGS:

"Your amazing Beta Test Dean Markley Strings are simply the best I have ever used, no matter how hard I played I still never broke a string, and with

all the bending and stretching that I do, that says a lot. So I just wanted to thank you once again for the strings and your kind inspiring words.”

John Sleezer – Chicago, Illinois

+++++

“Jeff Landtroop never told me the name of the "Top Secret" strings he handed me to try at Summer Namm, I just took them and strung them up one day at a session.

My engineer commented on how clear and powerful my guitar sounded and asked what kind of strings I was using, I said I had no idea. They were a beta "Top Secret" set from Dean Markley. His retort was quick and simple "Well they're not secret anymore bro, they sound great on this record"!!!!

Michael Spriggs - Triple Call Session Man, Songwriter/Producer - Nashville, TN

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“I'm lovin' the strings, can't wait to stock up!! I put the acoustic strings on my early 60's Yairi, and they SING!! Throwing the Elixir's out the window. Literally”.

Later on Comment:

“So, I gave these suckers a run for the money. I've kept them on my Les Paul (1972 Deluxe with mini humbuckers). I gotta tell ya, these strings shred. Full tone, rich sweet sustain, and most important to me... they seem to be lasting. I've always had a problem with strings corroding really bad when I sweat (which is every time I play live) and these don't seem to be giving up the ghost like so many other strings I've tried. Can't wait for the big unveiling! I'll tell Keith I need him to keep them in stock!

How about calling the new strings Immortals or Perpetual, given that they seem to last for ever!! Cheers”!

Eric Horton – Los Gatos, CA

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"After I tried the HELIX HD strings I decided to record my new Album with them, those strings sound so great."

Gianfranco Continenza – Pescara, Italy

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"As for any follow-up comments about the Beta Test Strings, I'd have to say that they are the longest lasting, greatest feeling strings I've ever used and their tonal qualities are absolutely smokin'!!! They've got my vote and I'll be using nothing but in the future. Hopefully they will be available up here in Canada soon"???

Vern Sinclair – Canada

+++++

"I just tried out a set of your new formula strings and am very impressed. They have a wonderful clear and balanced tone, and the feel is unusually good. I also really liked the fact that string noise is greatly reduced in comparison with other strings. You folks at Dean Markley are really on to something great."

Joey McKenzie – Guitarist for Quebe Sisters Band & National Fiddle Champion.

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"I have to say these are something special. I will play them a few days to get a good feel for them. But so far so good!!"

7 Days Later:

"Thank you for giving me the opportunity of playing your new line of strings. They are pure genius along with the magic I have always found in your products! Thanks again for the magic."

"Great tonal response, very well balanced. I did not need to use as much effort to bend strings, therefore less fatigue. Felt as though I was playing

lighter gauge strings without sacrificing any sound characteristics”!

Darren Davis – Indian Trail, NC

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“I just received the strings you send me and wow they are really great strings!! Well balanced, just the right touch of bright and warm... really great. Thanks!”

Marco Ottaviani - Livorno, Italy

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"These strings are exceptional, I understand about what you said about the little pull on them—the nicest soundings and best balanced strings I think I’ve ever played on, keep doin’ what your doin’."

Tyler Correll - Somerset, KY

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“I agree with the folks above who helped test the strings. They are the best strings I have ever played and can’t wait till they are available. I want to put them on all of my guitars!”

Michael Green - Sapulpa, OK

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"They were great!! They felt as if they were made of silk because there was no resistance between my fingers and the strings. The sounds I could find with them were just something else. And whether you play country music, pop music, rock music or any music, if you are still using your regular strings you WILL be left behind!!! So choose Dean Markley HELIX HD strings, you wont be dissapointed.”

Ian Taylor - Knottingly, United Kingdom

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“I absolutely Love the strings that You sent Me to test for You. The Acoustic

one's are very Warm and full of Sustain. The Electric ones are un-real, they have a Great sound with incredible harmonics. I am on My last set. Please let Me know when You are releasing them. I am jonesing for new ones. Peace, Robert”.

Robert Higgins - Asbury Parkm, NJ

+++++

"I LOVE the strings !!! The electric strings were top notch, long lasting and the great DM tone and feel I've always loved. The acoustic strings were great also. I used them for a couple of live shows and the tone was great. They felt so good, I could play leads with ease. Helix HD sounds like a fitting name for your high Quality strings. Thanks, Willie".

Willie Max - Chicago, Illinois

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"I am a professional guitar tech. Although I've tried every string you can name, I've been a loyal Dean Markley user for 20+ years. The (now named) HELIX HD strings have done nothing but cement my dedication to the brand. I put them on my guitar in September for a sweaty, salty oceanside gig - and I haven't taken them off yet (it's January). There was a time when you'd ask a player what strings they used, and when you got a set of these "magical secrets" - you all of a sudden felt like you had just improved as a player. At the very least, it seemed like you were holding a brand new and improved instrument. The HELIX HD strings woke up my guitar and my fingers! I'm a heavy-handed player and not only are they still unbelievably defined, but it seems to be impossible to knock them out of tune. Lastly, the feel to me is that of a coated string - without the tone loss I've associated with that type of string. I love 'em! I didn't think I would ever be enticed away from my Nickel Steels - but leave it to Dean Markley to impress!"

Howie Kittelson - Searsport, ME

+++++

"Can't say enough about the new strings I beta tested. These things are the best I've ever played!!! I can't wait to be able to buy more, so I have some for my other guitars. I'm spoiled now, and only want to play the one with the new strings, they are that good"!!

Michael Green – Sapulpa, Oklahoma

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"These new strings are the best strings I've ever played. They make my guitars sound brighter, punchier and better than they have ever sounded before, and they play so easy you can hardly feel them. You can play a heavier set with ease when you use these. They should have been invented years ago".

Another note: "Best sounding strings I ever played, and the fact that they play easier and are so smooth is unbelievable. They feel slick as flat wounds, but have a wonderful sound. Can't wait for them to hit the market."

Another note: Yes I made it great through the entire weekend. We had a Merle Travis Birthday and National Thumbpickers Hall of Fame meeting on Sat. at the Merle Travis Music Center in Muhlenberg and it was a great day. Everybody is still excited about the new strings coming out.

Another note: "True to all above. Jeff is one fine fellow, and he sure does know strings. And Dean Markley Strings are the best. I am sure excited for everyone to play the new strings that are coming soon."

Another note: "Alonzo and I played the test strings at the big Jerusalem Ridge Bluegrass festival in Rosine yesterday. I hope they don't put Dean Markley Strings out of business because I've been using this set since June and they sound just great now."

Another note: "Billy Grammer came by to visit this afternoon, and he and I picked some on my guitars and I asked what he thought of the strings and he really liked them. Thought they was a lot smaller gauge than what I was using. I didn't have any to give him, but he liked the smoothness, and way they feel."

Another Note: Those beta strings are great. Boy my old 56 made the hair stand up on the back of my neck it sounded so good. And you heard how

good both of my flattops sounded when we strung them up when you were here. All three sounded better than they ever did, and I'm serious about that.

Eddie Pennington – Nashville Recording Artist & Winner of National Thumbpicking contest and Member of National Thumbping Hall Of Fame.

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Tension: Does the tension of the string feel different than the usual strings that they use? More tension / less tension?

Yes, the tension is much less than most strings I've used. I'm very particular about what strings I put on my Martin because since it is an old instrument, when I change the strings on it, it tends to feel hard to play till the new strings settle in. These strings had the right tension right away and even less than what I expected.

Longevity: Are the test strings lifespan better worse or equal to standard strings?

Yes, I think they will be, I've been playing them all week and they sound pretty much the same as day one.

Tech questions: How is the intonation and set-in time (meaning the effort/time that is required for the string to be stretched and in tune - ready to go), etc.

With most strings, it usually takes me over an hour to get them to settle enough to play them without getting out of tune severely, I think I spend about 10 minutes on these strings, and they were pretty much in tune from then on. I think I had to adjust the high E string once or twice but the rest were pretty much on target. The intonation is great, again I reiterate that my Martin is an old guitar and it usually takes awhile for new strings to adjust. These strings sounded pretty sweet from the moment I put them on! Thank you Dean Markley!! Great Job!

Elsten Torres - Miami, FL

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"I waited to put the strings on for a gig on the 13th. Gig was beer and sweat soaked in an outdoor tent on the ocean. Strings stayed incredibly in tune and bright. Two weeks later I finally cracked the gig bag, and the axe came out in tune. Strings are still bright, resonant and supple to touch. Long lasting & satisfying, yes - you can't make a string last too long. The point is getting the value of optimum performance for the duration of their lifespan."

Howie Kittelson - Georgetown, CA

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"I've been using the 11 gauge set you sent me on my fav acoustic for over a week now! GREAT STRINGS!! Lots of presence, great tone, and they feel good under the fingers, too. The next step is to see how long they stay bright. My fingers are like acid on strings—that will be the REAL test! But you are definitely on to something VERY good!!"

9 Days Later:

"Just wanted to give you a little update on the new strings. It's been over a few weeks of daily use and torture, and they are still bright-sounding, corrosion-free, and holding tuning like a champ!!! Two thumbs up again on a GREAT new product!!!"

Later:

"It's been over 5 weeks that the strings have been on. Played daily, plus 7 shows. Still bright, still retaining good overtones and harmonic content. No stretching issues either and they still hold tuning well. Two thumbs up!!! So where do we get the endorsement forms??"

Later:

"Overall the durability and longevity of the product is excellent!!! I can still take that guitar and those strings and do a show tonight, and not worry about sounding good. Great job by you and your staff!!!!" Much success with the birth of HELIX HD!!!"

Jim Karones – Oak Lawn, Illinois

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Yes, I got the strings last week, and just had a chance to put the first set (the 80/20's) on a couple of days ago. I wanted to make sure I came back and listened to them a second time--to make sure I was still hearing the same thing--before commenting on them.

I played them again tonight, and my impressions are exactly the same... which is a good thing!

In short, I LOVE them! The tone is absolutely fantastic... even better than the Alchemys, which is really saying something. I'm really impressed with the way the notes seem to leap out of the strings. I play with a very light touch, but these strings are noticeably more responsive than anything I can remember trying. Tons of volume, and plenty of sweet, rich tone.

I really like the way that the strings feel smoother because of the tighter wraps, too. I think that makes a huge difference in reducing finger squeaks (which were the only thing I didn't like about the Alchemys), while still allowing the strings to have the lively "zing" that's missing in most coated strings.

I think you've definitely got a winner here!

Jim Tozier – Recording Artist on Solid Air Records. Jim lives in Georgia

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"In forty years, I've not played a better string than HELIX HD!! Thank you!!"
HELIX HD!! Great name!! The HD should stand for HOT DAMN!!... which is what I said when I tried them! :-P"

Graeme Sharp – Australia

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First Comment:

"Hi Dean, I have strings! I put now on Stratocaster and sound fantastic! Never I try something good like this, are perfect! Tomorrow I will try on acoustic guitar... Really great strings! I will tell you about acoustic." Luca Urso

Later On Comment:

You can write this on flyer the truth:

Strings are perfect for my sound! Great balance! Great pure sound. On acoustic guitar I can play with great feeling my ballads, response is fantastic! Strings for electric guitar are great in clean and distortion, and G-string on my archtop guitar make difference. I love Dean Markley strings!

Luca Urso - Highly regarded player - Italy & rest of Europe - Busto Arsizio, Italy

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First Comment:

"You'll be happy to know that I've finally put your 10-52 Top Secret electric strings to the initial test for an average of at least 6 hr/day for the past 3 days and can't say enough about them! I'll post more tomorrow, but they seriously kick butt my friend! Love 'em!!!"

Next Comment:

"Well Dean, I just finished putting another 2 hours of solid playing on them and they are still sounding nice and bright. Another thing I really like about them is how stable they are. After properly stretching them when I installed them I have only had to retune a few times after about 20 hours of playing.

I picked up my axe today, checked the tuning before playing and it was bang on. Played the heck out of them for 2 hours, still no change, now that's amazing!!! I REALLY like how great the heavy bottoms sound as well, tons of punch for that chunk'n rhythm I like to play! I can get some awesome; screaming pinch harmonics with them too, just killer strings Dean!!! As far as quoting me, feel free my friend and I'll add more posts to let you know how they are performing over the next week or so. I'll definitely check out the new amps when they come out, will you be distributing any up here?"

Next Comment:

"Still getting great results out of your strings Dean, I'm throwing a set on my Les Paul today, can't wait to see how they perform on her!"

Next Day Comment:

"Ok, yup, I'm in love Dean! lol Your 10-52 Top Secret strings really shine on my Les Paul, both in sound and feel. It has always been a tone monster but with these strings she just gained a few notches in that department. And I love how slinky they feel, so much fun to play! I can't say enough about them, everything I'm looking for in a string my friend! Thanks for putting out such a great product; I'll be ordering them direct if I can't find them in the music stores up here."

Vern Sinclair - Pincher Creek, Alberta, Canada

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"Dean I couldn't resist, put the Beta Test acoustic strings on the guitar that needs a fret dress and they are great! Really well suited for finger style and the overtones really shine through. When these strings come out I'll be ordering them for the washburn : D"

"Sorry for the late reply, I lost the internet for a little while there. The electrics sound really good and they're lasting a while longer than I expected. They have just the right amount of brightness and bass and excellent midrange.

"The acoustics sound great on my washburn I found on ebay and fixed up. The harmonics are great and they do very well in alternate tunings. Same thing with the electrics, great strings. Bottom line these are great strings. When they come out I will be buying a few sets. I noticed that when I played the acoustic with a slide they were fantastic. Thanks for the opportunity to try these great strings".

Buck Mahoney – Canada

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"The steel strings are blowing me away. Almost no stretch out time before they would hold a tune on my guitar with a floating trem and locked nut. I used your strings even before Blue Steels because I hated the too-bright tinny sound of new D'Addarios - your strings always sounded warmer, right

out of the pack. These new strings haven't lost the warmth, and they seem to "pop" more than the Blues.

Now, I've been known to leave strings on ~too long~ but, you better get these strings to market, because these won't last forever and I'm going to be wanting another set!"

Diana Smith - Pennsauken, NJ

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"Just thought I'd give you some feedback on the strings so far. I've had them on now for 2 days and they feel super fast and the sound that I can find on them is something I've personally never experienced before. I've not wiped them down after use as of yet and I've been playin approximately 3 to 4 hours a day on them and the sound is still crystal clear. Frankly I'm quite stunned at the quality of the strings to be very honest".

"Hey, thank you friend for this opportunity! Is there any chance I can get more of the strings please as I don't want to use anything else ernie balls are not for me now. I will still keep you updated on how long they last and how they deteriorate IF they deteriorate lol!

Later On:

"Oh and by the way, can I ask the name of the strings I tested for you and are they on sale here in the uk yet as I would like to buy some? Hope everything is well and I hope to speak to you again soon, thanks dean, peace and love, Ian."

Ian Taylor – West Yorkshire, England

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"I have been testing these new beta strings for 3 weeks now. I wanted to give them a fair evaluation and not jump to any quick conclusions. Well, my mind is made up about them. These are the best strings I have ever played on! I just love the tonal response, the smooth feel, and the durability. They sound just as good after 3 weeks as they did when I put them on—phenomenal!

Later on:

"Can't say enough about the new strings I beta tested, these things are the best I've ever played!!! I can't wait to be able to buy more, so I have some for my other guitars. I'm spoiled now, and only want to play the one with the new strings, they are that good! Thanks again Dean for allowing me to be a beta tester! I'll be happy to test new products again in the future."

Michael Green – Sapulpa, Oklahoma

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John Barton here. I got 2 sets of acoustic strings from you. I don't know if you wrote down what you sent but I lost the plastic envelope the first set came in. The 2nd set has the number 80/20 1254. So if you recorded both then you'll know what I'm talking about. The set I have on was the darker color 'bronze' of the two. First of all, if these are 10's then I must have had 11's on prior without realizing it, because they are way more flexible than my old set. I can bend with a noticeably more amount of ease. I've got about 15 hours on them since I put them on about 20 days ago. After jamming a little today I am pleased to say that they still have their 'new string' sound, nice and bright. They are comfortable to play, and I am thus far pleased. I will keep them on until they lose their 'new' sound and give you a final opinion. If you didn't record the #s this set and don't know which ones I am talking about then let me know and I'll put the other set on and evaluate it. Hope I was a help so far, JB.

John Barton – Hayward, CA

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