

Product Reviews

SNAGG - THE PERMANENT GUITAR IDENTIFICATION, RECOVERY AND REGISTRY SYSTEM

www.snagg.com

Don Baskin has spent his career in the music business with a quite unusual progression. Don was a co-founder of the 60's hit group Syndicate of Sound, and co-writer of the #1 hit "Little Girl". The band opened for top 60's acts like The Rolling Stones, and Paul Revere and the Raiders (their manager turned down a remote possibility of opening for the Beatles because they were already booked to open for the Raiders). He was also a warm up act for the "Godfather of Soul", and a former Bill Graham road manager. Recently he had been working with Billboard Magazine to establish a chart certification process to recognize achievements in the industry. During this process, he first came up with a Commemorative Ring to reward artists, then entered into an agreement with Fender to produce a limited edition "Top 10 Stratocaster", that was available to performers meeting the criteria. Mark Tremonti of Creed is one of the most recent musicians to own one of these guitars.

Don became fascinated with radio frequency technology and the protection of valuable instruments like the Fender Custom Shop series, while studying the RF (radio frequency) tracking implants used in animals. This led to the development of a state-of-the-art system International Registry System for permanently identifying and registering the history of a guitar (even through changes in ownership). The technology of a permanent tracking system (like for cars) requires too many cumbersome components to be practical. The RF transmitting microchip is imbedded in the guitar body underneath the finish (implanted by the manufacturer either when the guitar is made or by a repair shop). Snagg authorized repair shops can install this in a control cavity on a vintage guitar, (virtually undetectable) while doing a routine set up. The price for the dealer and customer is extremely affordable, less than a lot of people charge for a set-up or an appraisal. The RF transmitting chip that is permanently active, and doesn't require any power. The chip is capable of storing all of the particulars about a guitar, down to naming every part and it's serial numbers, as well as its ownership and manufacture history. The data is stored in Snagg's database, and can be read with one of their scanners, or a scanner that a dealer would have. The instrument owner owns the chip's retrievable number, giving his axe a pedigree.

The next best thing to being undetectable, is the fact that on a new guitar, the finish would

have to be destroyed to even try looking for the chip! If an item is stolen, the documenting of the Snagg implant is brought to the attention of the police, when the police report is filled out. Along with being able to give a precise description of the guitar, proof of ownership upon recovery is indisputable. If the guitar is sold, the title can be changed with a transfer slip at no charge. The system is similar to the "Micro-Dot" technology now used in Europe to scan purchased items. Fender is currently doing this on all of the custom shop models, and will eventually install this on every model. Carvin has joined in the effort while Gibson, Martin, and others are in the discussion mode. Don is currently working with numerous police departments on the chip and scanner technology, for use on a multitude of applications. The Snagg system is a worthwhile, extremely affordable product for helping safeguard your investment. For more information on this intriguing product, a technology profile, and the history of the company, go to: www.snagg.com

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