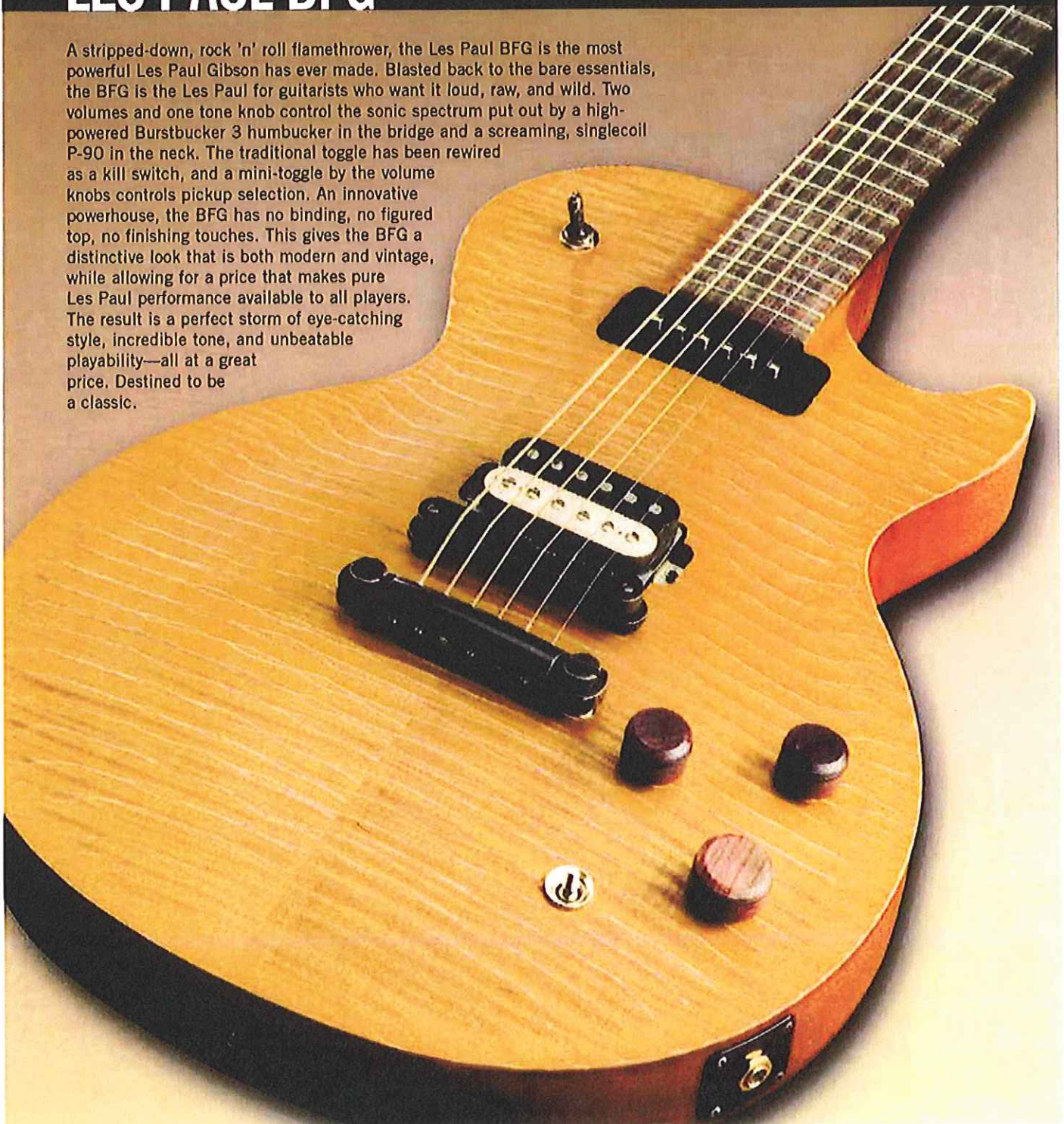


Gibson
PURE

LES PAUL BFG

A stripped-down, rock 'n' roll flamethrower, the Les Paul BFG is the most powerful Les Paul Gibson has ever made. Blasted back to the bare essentials, the BFG is the Les Paul for guitarists who want it loud, raw, and wild. Two volumes and one tone knob control the sonic spectrum put out by a high-powered Burstbucker 3 humbucker in the bridge and a screaming, singlecoil P-90 in the neck. The traditional toggle has been rewired as a kill switch, and a mini-toggle by the volume knobs controls pickup selection. An innovative powerhouse, the BFG has no binding, no figured top, no finishing touches. This gives the BFG a distinctive look that is both modern and vintage, while allowing for a price that makes pure Les Paul performance available to all players. The result is a perfect storm of eye-catching style, incredible tone, and unbeatable playability—all at a great price. Destined to be a classic.



LES PAUL BFG

Manufactured in: Nashville, TN

BODY

Top species: Maple (unsanded carved top)

Back species: Mahogany, chambered weight relief

Binding: None

NECK

Species: Mahogany

Profile: 1960s slim taper

Peghead pitch: 17°

Note: No truss rod cover

FINGERBOARD

Species: Rosewood

Scale length: 24-3/4"

Number of frets: 22

Nut width: 1.695"

Inlays: White side dots only

Fingerboard binding: None

HARDWARE

Plating finish: Distressed gun metal
(Trans Cherry finish)

Distressed black chrome
(Trans Black and Trans Gold finish)

Tailpiece: Stopbar (distressed)

Bridge: Tune-o-matic

Knobs: 2 wood volumes, 1 wood tone

Tuners: Grovers (distressed)

ELECTRONICS

Neck pickup: P-90

Bridge pickup: Zebra Burstbucker 3

Controls: 2 volume, 1 tone, 3-way switch
(no washer or cap), kill switch toggle
(no washer)

OTHER

Strings: Brite Wires .010-.046

Case: Shopworn Les Paul

Colors: Trans Black, Trans Gold, Trans Cherry



Trans Black

Trans Gold

Trans Cherry

Gibson
USA

309 Pius Park Blvd., Nashville, TN 37217
1-800-4GIBSON www.gibson.com

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PETER FRAMPTON LES PAUL SPECIAL

Body & Hardware:

Mahogany top
Weight-relieved mahogany back
Tobacco with red burst finish
Gold hardware
Nashville TOM bridge, stopbar tailpiece
Strap locking endpins

Neck & Headstock:

1-piece mahogany neck
22 fret ebony fingerboard
Pearloid dot inlays
Single-ply cream binding
Custom Peter Frampton thin neck profile
24 3/4" scale length, 1 11/16" nut width
Kidney bean tuners

Electronics & Strings:

P-90 single coil dogear pickups
3 volume, 1 master tone
Vintage Reissue .010 strings

Includes Custom Shop case, certificate of authenticity,
and custom care kit

BUILDING PROCESS

Unlike standard production Les Paul Junior and Special models, the new Peter Frampton *Inspired By* model has a two-piece body. A mahogany top covers a honeycombed, weight-relieved mahogany back, yielding a light yet very responsive guitar.

WIRING

The new Peter Frampton *Inspired By* model features three single coil P-90 pickups, each of which has a dedicated volume control. The middle pickup can be blended in with (or isolated from) the rhythm and treble pickups as desired, and a master tone knob controls all three pickups. The three-way toggle switch functions as it would on a two-pickup guitar (up for the rhythm pickup, down for the treble, and middle position for both).

THE CUSTOM SHOP DIFFERENCE

Passion.

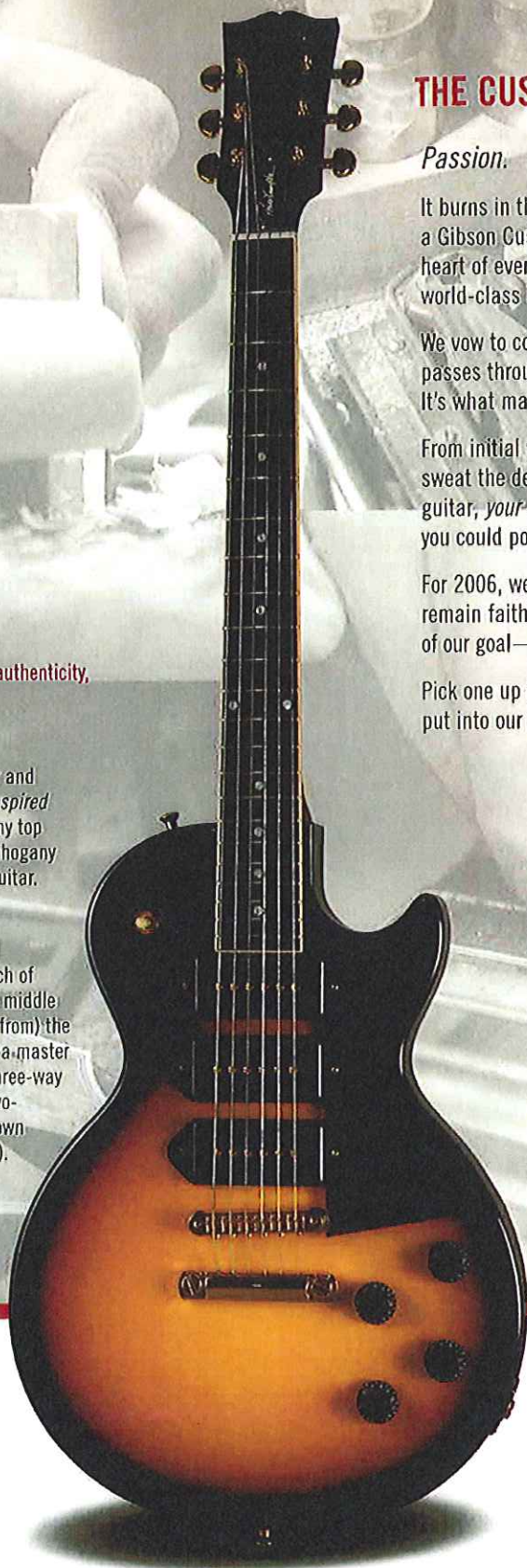
It burns in the heart of every player who purchases a Gibson Custom Shop guitar... and it burns in the heart of every employee who helps build our world-class instruments.

We vow to continue infusing every instrument that passes through our doors with that same passion. It's what makes our guitars the best.

From initial wood selection to final assembly, we sweat the details so that when you pick up your guitar, *your dream*, it exceeds every expectation you could possibly have.

For 2006, we will continue to strive for excellence, remain faithful to our history, and never lose sight of our goal—to build the finest guitars in the world.

Pick one up for yourself. Feel the passion that we put into our guitars and release yours.



Gibson
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VINTAGE ORIGINAL SPEC Series

THE JOURNEY TOWARD PERFECTION

Since its inception, the Gibson Custom Shop has been dedicated to accurately recreating the most renowned vintage Gibson guitars of all time. With the *Vintage Original Spec* series, we have come closer than ever to achieving that goal. Using a combination of traditional craftsmanship and modern technology, the brilliant luthiers of the Custom Shop painstakingly reproduce the key elements that define a cool vintage instrument: stunning looks, flawless playability, and unsurpassed tone.



'59 Les Paul Reissue
Vintage Original Spec



The *INSPIRED BY* Series

EVERY GUITAR HAS A STORY TO TELL...

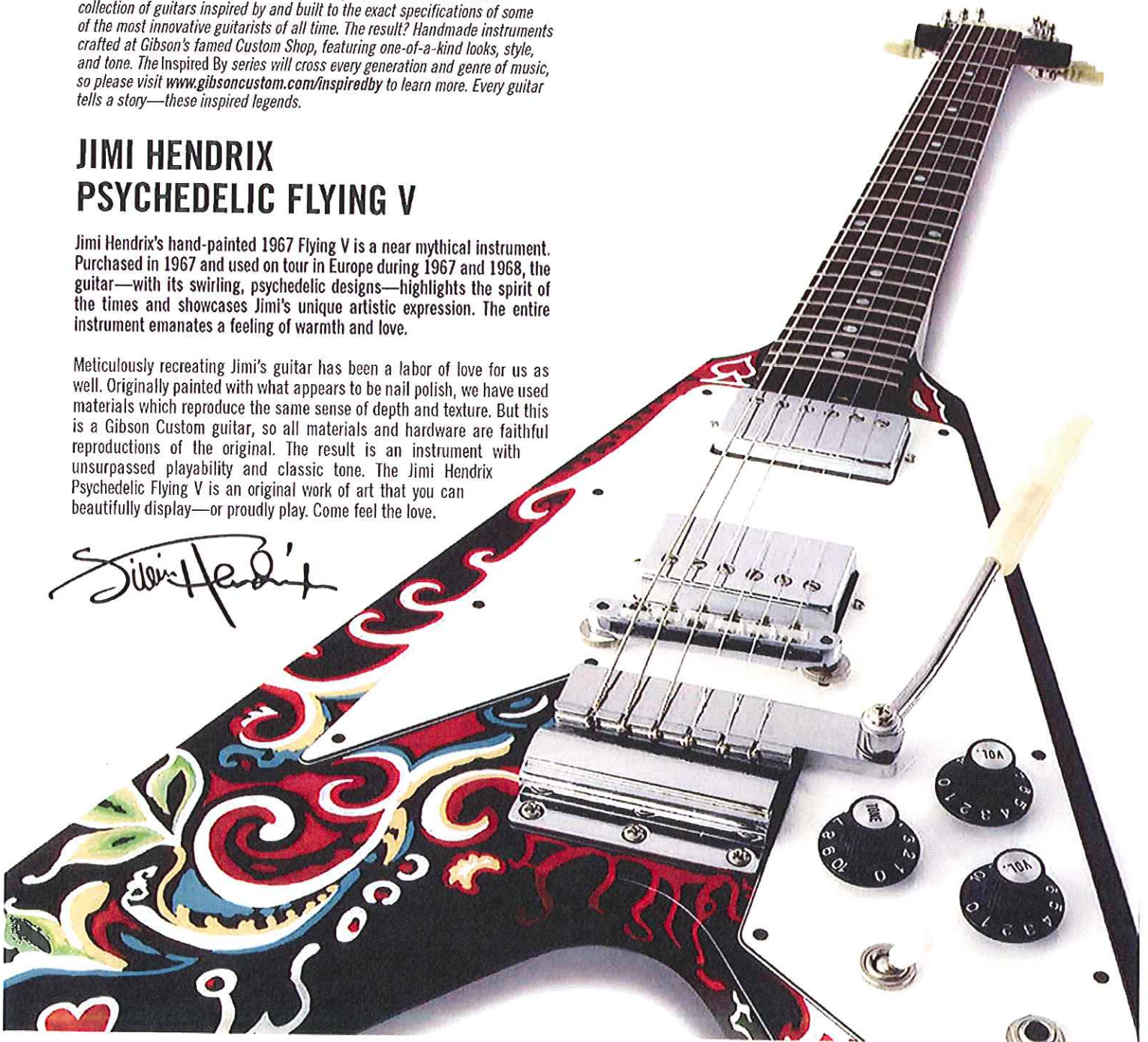
But some guitars are special. The Inspired By series is a limited-edition collection of guitars inspired by and built to the exact specifications of some of the most innovative guitarists of all time. The result? Handmade instruments crafted at Gibson's famed Custom Shop, featuring one-of-a-kind looks, style, and tone. The Inspired By series will cross every generation and genre of music, so please visit www.gibsoncustom.com/inspiredby to learn more. Every guitar tells a story—these inspired legends.

JIMI HENDRIX PSYCHEDELIC FLYING V

Jimi Hendrix's hand-painted 1967 Flying V is a near mythical instrument. Purchased in 1967 and used on tour in Europe during 1967 and 1968, the guitar—with its swirling, psychedelic designs—highlights the spirit of the times and showcases Jimi's unique artistic expression. The entire instrument emanates a feeling of warmth and love.

Meticulously recreating Jimi's guitar has been a labor of love for us as well. Originally painted with what appears to be nail polish, we have used materials which reproduce the same sense of depth and texture. But this is a Gibson Custom guitar, so all materials and hardware are faithful reproductions of the original. The result is an instrument with unsurpassed playability and classic tone. The Jimi Hendrix Psychedelic Flying V is an original work of art that you can beautifully display—or proudly play. Come feel the love.

A stylized, handwritten signature of Jimi Hendrix in black ink, positioned to the left of the guitar's body.



JIMI HENDRIX PSYCHEDELIC FLYING V

Body & Hardware:

Solid mahogany body
Chrome hardware
Late '60's ABR-1 bridge, Maestro tailpiece

Neck & Headstock:

1-piece mahogany neck
22 fret rosewood fingerboard
Pearloid dot Inlays
Rounded neck profile
24 3/4" scale length, 1 9/16" nut width
Double band vintage tulip tuners

Electronics & Strings:

'57 Classic pickups
2-volume, 1-tone, 3-way selector switch
Vintage Reissue .010 strings

Includes Custom Shop case, certificate of authenticity,
and custom care kit

A LETTER FROM THE ARTIST

In brainstorming sessions with the folks at the Custom Shop, we tried to imagine the conditions under which Hendrix created this artwork. He was probably on the road, using whatever was at hand for paint. It could have been poster paint, nail polish, acrylics, or hobby enamels. We will never know.

Jimi worked quickly and with confidence—a direct, immediate expression of what he was feeling at the moment. I remember thinking that if someone handed me a guitar to paint I would never have come up with the images that Jimi did. They were totally personal and came directly from his spirit: hearts, flowers, leaves, kissing lips, and of course, "love drops."

There's no question that you can feel Jimi's personal expression in the work. When he played this guitar, it must have dropped jaws twice—sonically and visually!

*Bruce Kunkel
December, 2005*

THE CUSTOM SHOP DIFFERENCE

Passion.

It burns in the heart of every player who purchases a Gibson Custom Shop guitar... and it burns in the heart of every employee who helps build our world-class instruments.

We vow to continue infusing every instrument that passes through our doors with that same passion. It's what makes our guitars the best.

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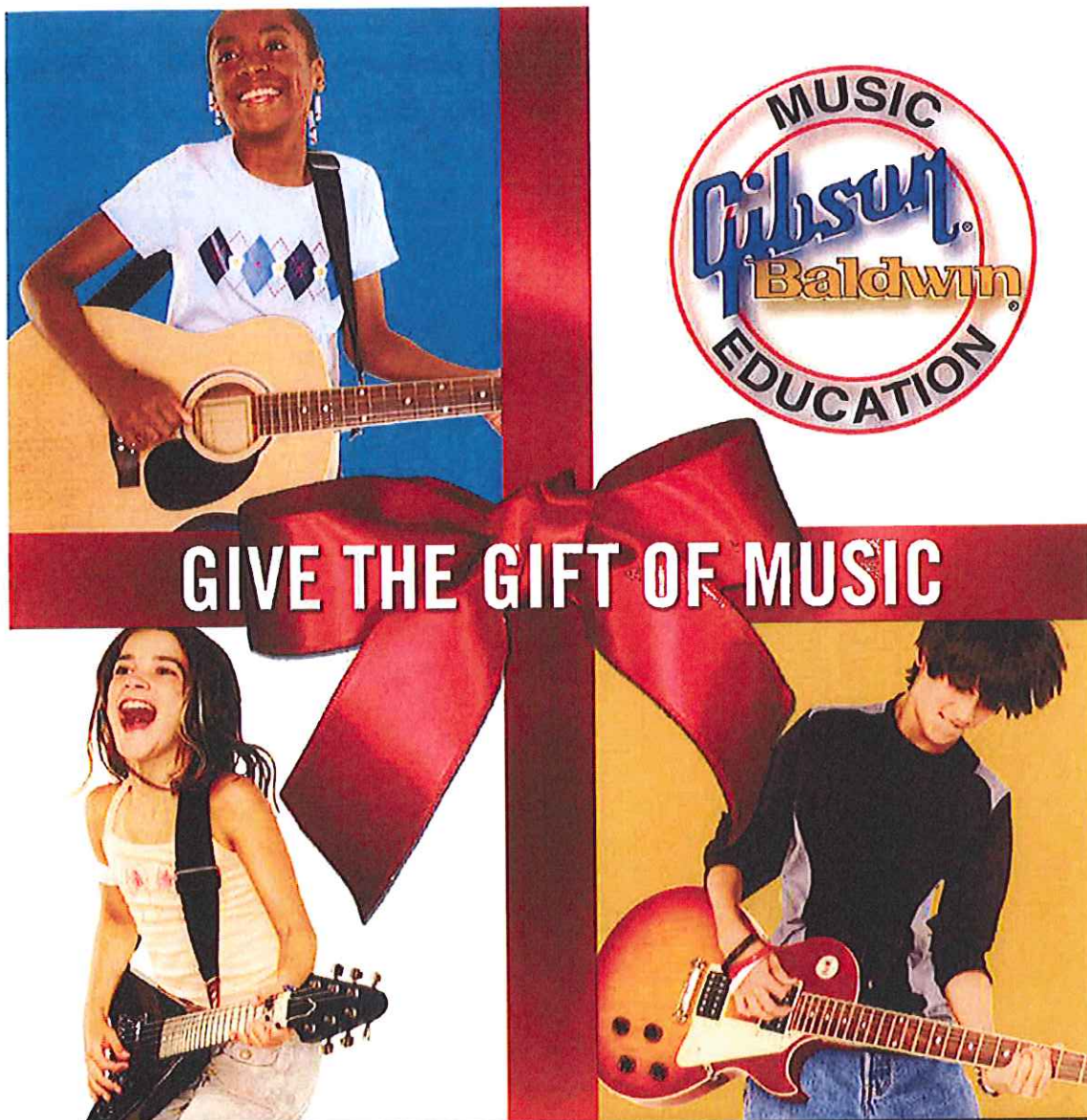
Pick one up for yourself. Feel the passion that we put into our guitars and release yours.



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Gibson Baldwin Music Education is proud to introduce a collection of high quality, introductory professional grade musical instruments.

Can be found conveniently at one of these fine retailers:
Best Buy • Circuit City • K-Mart • Target • Toys R Us

In support of music education, a portion of all proceeds will be donated to benefit the following charities:



MTNA

For more information, please visit www.gibson.com/products/GBME



HOME
THE GOODS
WISH LIST
THE CONTEST
COOL STUFF
TELL A FRIEND

ENTER NOW TO
WIN A COOL GUITAR
AUTOGRAPHED BY
RYAN CABRERA



Wanna Be A
Guitar Hero?
IN STORES NOW



A portion of the proceeds from your purchase will be
donated to the following charitable music education organizations.



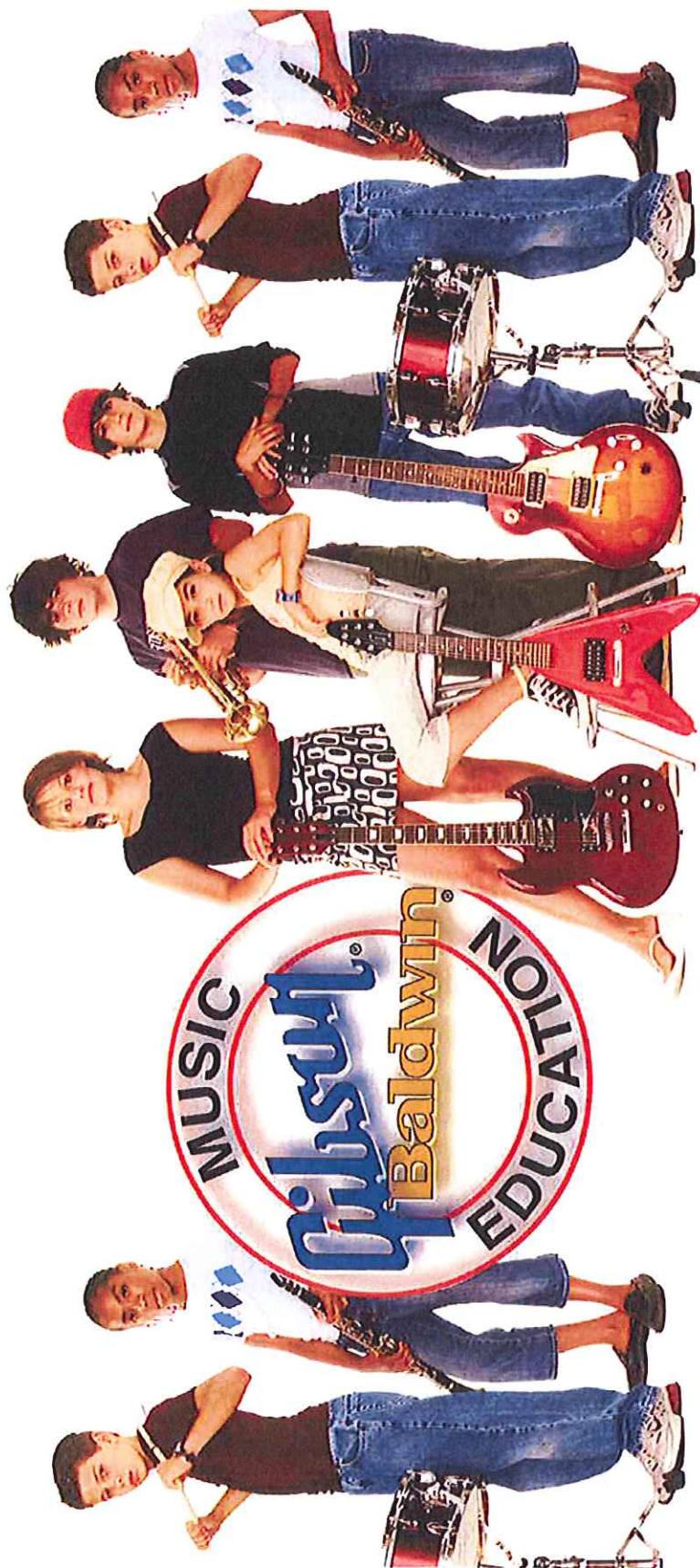
HOME
THE GOODS
WISH LIST
THE CONTEST
COOL STUFF
TELL A FRIEND



Maestro
Signature
Spirit

Epoch
Savant
Talent

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Concept Direction 2 - New Product 2007 Introduction Brochure





Concept Direction 2 - Magazine Advertising

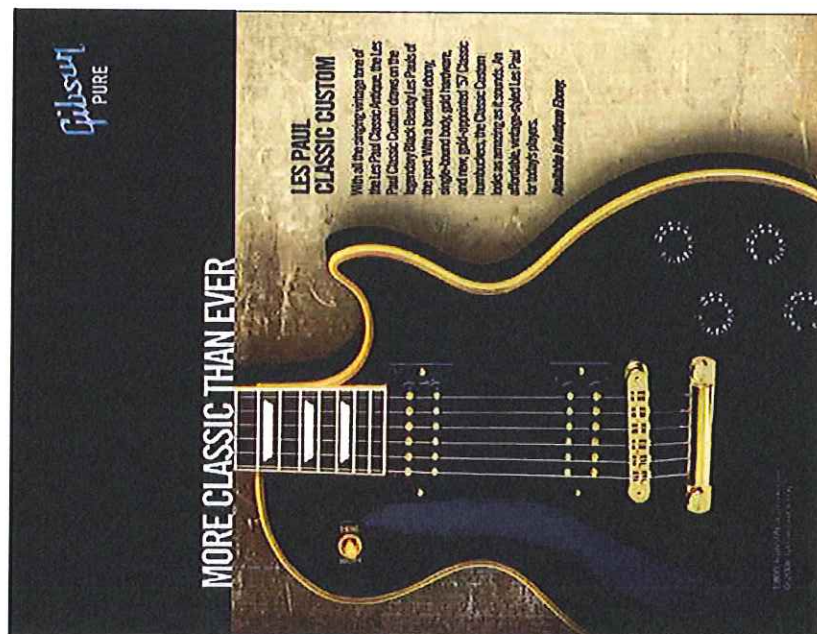


Ad Design

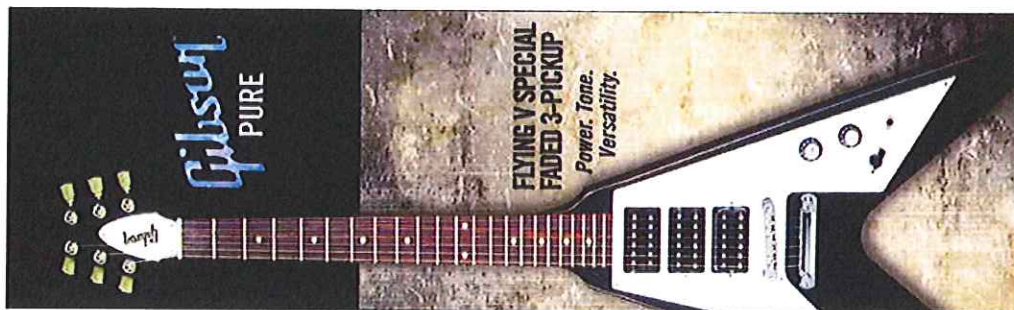




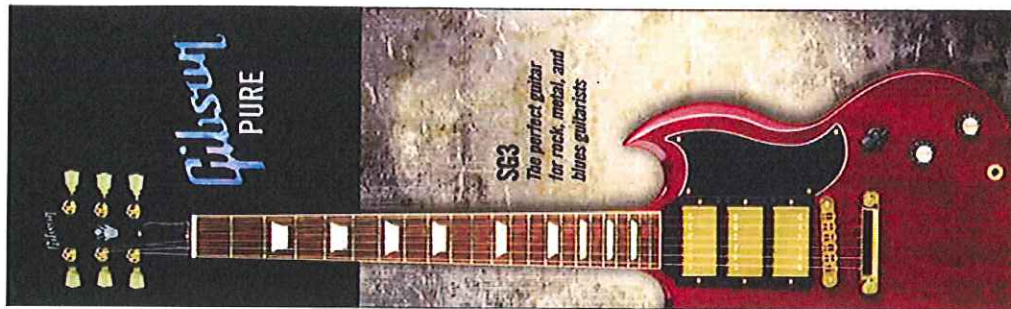
Concept Direction 2 - Product Sheet and POS



Product Sheet, Front

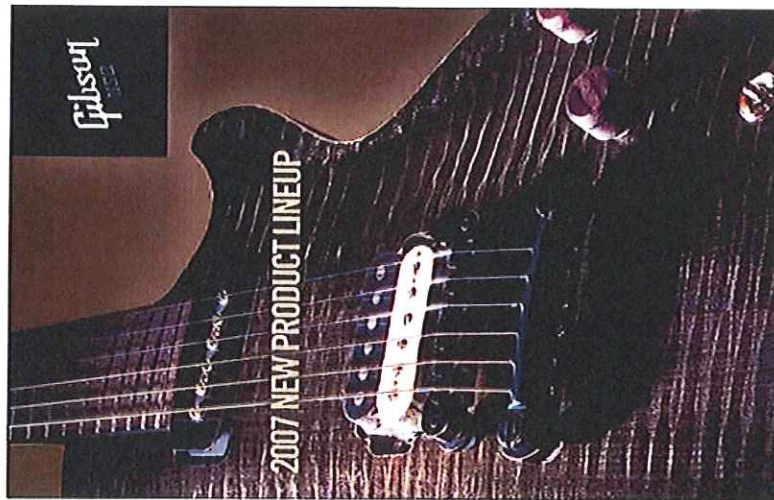


In-Store POS Banner





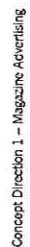
Concept Direction 1 - New Product 2007 Introduction Brochure



Cover



Inside Spread

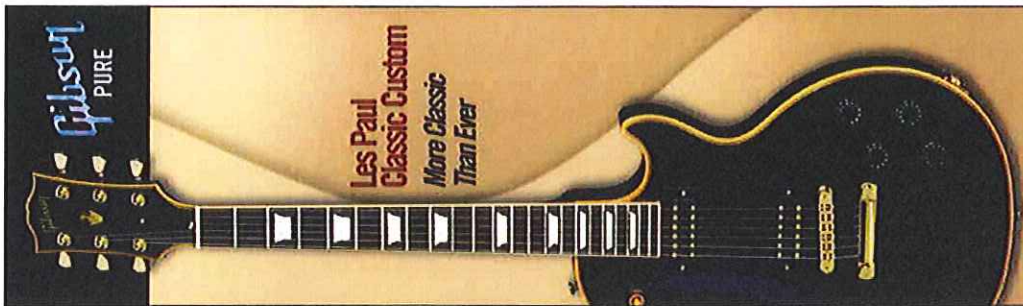




Concept Direction 1 - Product Sheet and POS



Product Sheet Front



In-Store POS Banners

USA NEW PRODUCT BROCHURE 5/12/06 3:03 PM Page 2

LES PAUL GT



The toughest machine on the road. Built to withstand the rigors of the roughest gig and still deliver classic Les Paul tone. With rugged design and innovative electronics, the Les Paul GT is the guitar for any—and every—situation.

- Classic '50s Les Paul neck
- Locking metal button Grover® tuners
- Neutrik™ locking cable jack
- Dunlop strap locks
- Over/under dual truss rod for extra neck reinforcement
- Push/pull pots for coil-split 490R & 498T humbuckers
- Fully independent volume controls
- High-pass tone filter maintains high frequencies at any volume setting
- Graph Tech nut
- Available in Muscle Green, Candy Orange, Candy Apple, Phantom Black, or Daytona Blue

USA NEW PRODUCT BROCHURE 5/12/06 3:04 PM Page 3

SG GT

For the gigging guitarist who knows what it takes—*everything*. All the tested durability and innovation of the GT in a sleek SG chassis. Made *by musicians for musicians*.

- Classic '61 SG neck
- Locking metal button Grover® tuners
- Neutrik™ locking cable jack
- Dunlop strap locks
- Over/under dual truss rod for extra neck reinforcement
- Push/pull pots for coil-split 490R & 498T humbuckers
- Fully independent volume controls
- High-pass tone filter maintains high frequencies at any volume setting
- Graph Tech nut
- Available in Muscle Green, Candy Orange, Candy Apple, Phantom Black, or Daytona Blue



USA NEW PRODUCT BROCHURE 5/12/06 3:04 PM Page 4



LES PAUL GODDESS

The Goddess packs all the punch of a traditional Les Paul into a light, streamlined body. Comfortable enough to play all night, tough enough to go the distance.

- Special lightweight mahogany body
- Narrow nut, slim taper, '60s-style neck
- Madagascar heather ebony fretboard
- Translucent 490R & 498T humbuckers
- Reduced body size
- Available in Rose Burst, Sky Burst, Ice Burst, Violet Burst, or Ebony

USA NEW PRODUCT BROCHURE 5/12/06 3:05 PM Page 5



SG GODDESS

The beauty and power of a Goddess with the classic SG body. Pure rock and roll style.

- Special slim mahogany SG body
- Narrow-nut, slim taper, '60s-style neck
- Madagascar heather ebony fretboard
- Translucent 490R & 498T humbuckers
- Available in Rose Burst, Sky Burst, Ice Burst, Violet Burst, or Ebony

USA NEW PRODUCT BROCHURE 1/6/06 10:59 AM Page 6

VEGAS STANDARD



The ace up your sleeve. The first Gibson USA flat top semi-hollowbody to come equipped with humbuckers. Classic Gibson tone with an eye-catching design, built for comfort and speed. Up the ante.

- Flat top semi-hollowbody design
- Slim body with compact profile
- '60s slim taper neck
- '57 Classic humbuckers
- Rosewood fingerboard with gold frets
- Split diamond inlays
- Available in Vintage Sunburst, Wine Red, Ebony, or Natural

USA NEW PRODUCT BROCHURE 1/6/06 11:00 AM Page 7



VEGAS HIGH ROLLER

Cooler than a Royal Flush and hotter than a showgirl. The Vegas High Roller spares no expense—AAA maple top, pearloid tuners, gold hardware, and top-shelf Burstbucker pickups. Play like a whale.

- Flat top semi-hollowbody design
- Classic '60s neck
- AAA maple top, mahogany back and neck
- Burstbucker Pro pickups
- Rosewood fingerboard with gold frets
- Split rectangle inlays
- Available in Felt Green, Neon, Roulette Red, or Desert Sunset

USA NEW PRODUCT BROCHURE 5/12/06 3:08 PM Page 8



LES PAUL NEW CENTURY

Capture the spotlight. Jaws will drop as you reflect the stage lights around the room with the Les Paul New Century. All the glam flash you'll ever need, backed up with real Les Paul muscle.

- Full-body mirror pickguard
- Mirror truss rod cover
- Mahogany body and neck
- Classic '60s neck
- 490R & 498T humbuckers
- Available in Ebony only

SG NEW CENTURY

Take your performance to the next level. All the glitz of the New Century series with a lightweight SG body for total playing comfort and pure rock and roll style.

- Full-body mirror pickguard
- Mirror truss rod cover
- Mahogany body and neck
- Classic '60s neck
- 490R & 498T humbuckers
- Available in Ebony only

