



ADVANCED CONCEPTS BY GARY LEVINSON
SWITZERLAND

Science and Sound

Great guitars are made by design. Blade® Guitars are created with an analytical approach to guitar building. Inherent resonant frequencies of woods, innovative electronics and the tonal effect of hardware designs are determining factors in all of our instrument designs. A great guitar must both sound and feel great. Ergonomics, weight distribution and neck profiles are engineered to provide the comfort and access that enhance your musical talent.

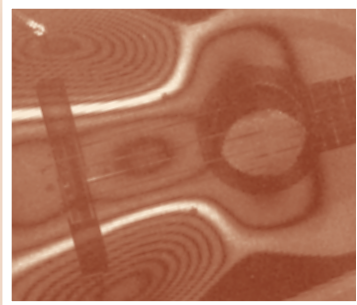
Sound is a form of energy. At Blade we are constantly working to harness this energy for your musical creativity.



In 1987, Blade Guitars launches as "Advanced Concepts by Gary Levinson" at the Tokyo Music Show

It was 30 years ago that I founded Guitars by Levinson in Basel, Switzerland. Specializing in custom built instruments, repairs and restoration of historical instruments brought me an enormous amount of input from musicians about what they really wanted from their guitars. Blade Guitars is the result of decades of listening to musicians. Each technology and design element was developed to fulfil the musician's needs and desires. When I launched Blade Guitars in 1987, my goal was to deliver the most innovative and highest quality guitars available. 2007 marks the 20th anniversary of Blade Guitars. My goals have not changed.

70's: Acoustic physic studies of acoustic & electric guitars



1978: A passion for building acoustic guitars



1985: Engineering key to "Advanced Concepts Project"



1988: The first in a series of international awards



1991: Pickup and electronics development expands



1998: Launch of mid-range Texas redefines "Value for Money"



60's: Bands finance university studies



1977: Guitars by Levinson opens in Basel Switzerland



1981: Custom built Levinson electric guitars in demand



1989: Blues legend Luther Allison and son Bernard join the "Blade Brigade"



1993: The Blade Custom Shop – prototypes and custom instruments

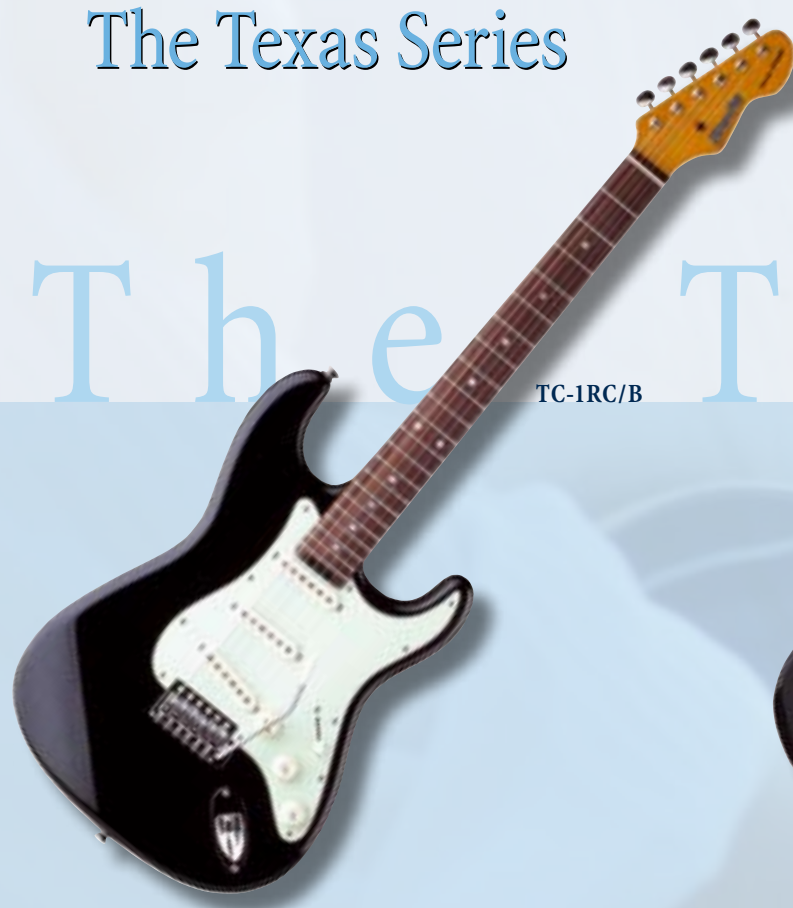


2004: Advances in chip technology incorporated into Blade electronics



2005: The newly designed Durango Series achieves international success

The Texas Series



TC-1RC/B

Texas Classic

Higher Standards - BLADE® Guitars is proud to present its newest member of the Texas Series: The Texas Classic. Based on the design of the Texas Standard Pro, the Texas Classic is exactly that – a classic package of tone and BLADE® quality. It is crafted with an alder body and maple neck with rosewood fingerboard, 3 Levinson VS-1 single coil pickups and an M-54 vintage style tremolo. The Adjustable Tension Guide and the EZ-Access neck rod exemplify the higher standards of the discerning player in search of a superior classic 3-single coil instrument.



TE-3MC/3TS

Texas Standard Pro

Expand Your Horizon - Superior woodwork, vintage style tuners and a newly designed VSC take the Texas Standard Pro beyond the limitations of conventional instruments. The North American alder body gives the instrument an excellent early 60's character and the three VS-1 single coils deliver THE classic tone. A vintage style tremolo rounds out the picture. Your music is limited only by your imagination.



TD-RG/CS

Texas Deluxe

Not Just A Pretty Face - The Texas Deluxe was designed for the musician who is looking for great tone and great looks. The alder body delivers that sought after classic sound while the flamed maple top and pearl pickguard embellishments add an exclusive visual touch. The bridge humbucker proves that "fat is where it's at" when it's solo time while the VSC lets you break the tone barrier all the time.

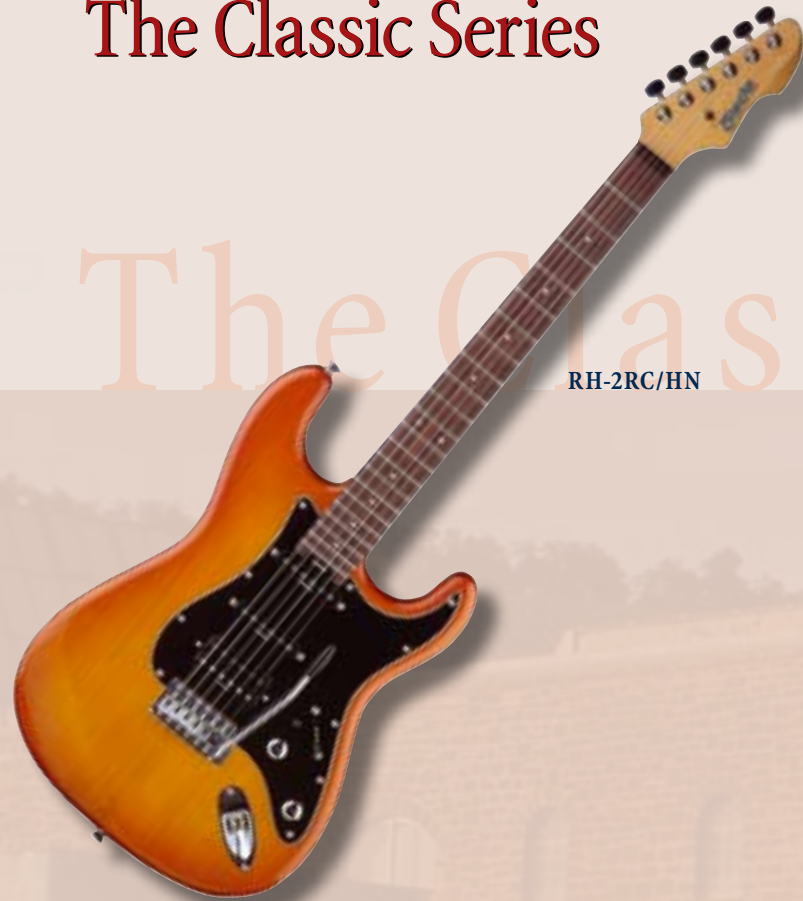


TV-RC/INT

Texas Vintage

Like Nothing Else - Combine the best classic appearance with the most State-Of-The-Art features and you get a Texas Vintage.. The "T-Switch" enables all sound combinations from the "Best of Blues" to the "Tang of Twang." Add the VMB (Variable Magnum Boost) on-board preamp and dial in fatness at will. A unique instrument that addresses every type of music with great tone and versatility.

The Classic Series



RH-2RC/HN

RH-2 Classic

Back By Popular Demand – The RH-2 brings you the “Best of BLADE®” features in a great new version of this classic design. Sporting the FT-3 Vint-Edge tremolo and the Magnum-Lock tuners the RH-2 has incredible tuning stability. The custom made VS-1 single coil pickups give you the classic clear and punchy tone. The East Indian rosewood fingerboard adds an extra bit of bounce. This guitar delivers everything from clean rhythm chops to powerful solos with the additional versatility of the VSC.



RH-4EG/MV

The Original

RH-4 Classic

It All Started Here – Considered one of the finest guitars available, the exquisite RH-4 Classic is immediately recognizable by the sepia-colored mirror pickguard and superb hand-rubbed lacquer finish. The specially designed humcancelling double bobbin “single coils” deliver clarity and punch while the LH-55 humbucker gives you classic warmth. The VSC allows you enormous tonal variation: jazz, blues, rock, country - it’s all there. Round out the package with BLADE®’s patented Falcon tremolo and Sperzel tuners for unrivalled tuning stability. You will not want to put it down.

The Delta Series



T-1RC/CAR

Delta Standard

Beautifully Basic – Down and dirty, from basic blues to raunchy rock. The alder body highlights the smoother sounds of the late 60’s instruments in the Delta Standard. True single coils deliver the punch and bite you would expect. The on-board Variable Spectrum Control expands those sounds to a veritable rainbow of tonal versatility. Simplistic design, sensational sound.



T-2 RG/OB

Delta Classic

What Legends Are Made Of – As country and blues built the foundations of rock, this classic design turned bar room steam into electrifying music. The Variable Spectrum Control (VSC) takes this guitar’s ringing bite and adds everything from warm distortion to dark jazz at the flick of a switch. The Delta Classic is available with a rosewood fingerboard or one piece maple neck.

The California Series



CA-1RC/VW

California Classic

Built On Solid Rock - The smaller, elegantly contoured body is comfortable and light - great for live performances. The slim neck is fast and just asking to be throttled. Fat power chords to screaming solos, it's all here. Two VS-1 single coils are coupled with a rock solid LH-4 humbucker on the California Classic for rhythm chops and solo mania.



CL-1RC/VO

California Climax

Deliciously Different – Rules are made to be broken and the California Climax breaks them all with a hand-rubbed oil finish on North American alder. The hard tail bridge holds a screaming LH-4 humbucker and enhances both attack and sustain. Two VS-1 single coils deliver Texas Style blues to cutting bell-like highs. It's light, comfortable and sounds devastatingly good – making this guitar all the more delicious.



CC-EG/HN

California Custom

Pinnacle Of Perfection - The stunning beauty of highly figured Western Broadleaf maple dresses the resonant swamp ash body of the California Custom. Hand-rubbed lacquer finishes are accented by translucent pickguards to enhance the visual harmony of these exquisite instruments. Only the finest hardware and electronics are used on these hand-built instruments.



The Durango Series

TOB-16 bridge
designed for Blade
by Trevor Wilkinson



DD-1RC/B

Durango Deluxe DD- 1

Born To Perform – Expect the unexpected when you pick up the Durango Deluxe DD-1. This is the new face of BLADE®: new body, new headstock, new bridge and new pickups. Made of a two-piece tastefully bound carved-top mahogany body and mahogany neck, this is a light, elegant and powerful rock guitar. The Durango Deluxe was designed to deliver the warm sound and softer touch of a 24 3/4" scale two-humbucker guitar - with BLADE®'s legendary approach to quality and playability. This guitar has Rock in its soul and the LHN-4 humbuckers provide the high output solid rock sound that proves it.



DD-2RC/AHB

Durango Deluxe DD-2

Let Us Take You Higher – The new Durango Deluxe DD-2 was created to reproduce the classic humbucker guitar tone that hallmarked the 60's rock revolution while offering the accuracy, playability and versatility of a modern instrument. It features BLADE®'s position-determined-profile neck that gives the player a uniform feeling over the entire playing area. The two LHN-5 humbuckers combined with the 24 3/4" scale emulate the most desirable traits of the classic warm humbucker sound. The newly designed VSC-3 provides total tonal flexibility whether you play jazz, blues or rock.

The Durango Custom



DC-2EN/OB

Durango Custom DC-2

The Architecture Of Tone – The new BLADE® Durango Custom DC-2 is defined by the uncompromising integrity of build. Only the finest materials and components available are used for this unique custom-built instrument. The mahogany body is capped with a stunning 20mm Broadleaf Maple top giving the instrument a thick, natural tone while the instruments architecture keeps it ergonomic and light. The one-piece mahogany neck is hand set to ensure optimal tonal transfer and BLADE®'s legendary "position-determined-profile" neck shape guarantees exceptional playing comfort. Custom pearl and abalone



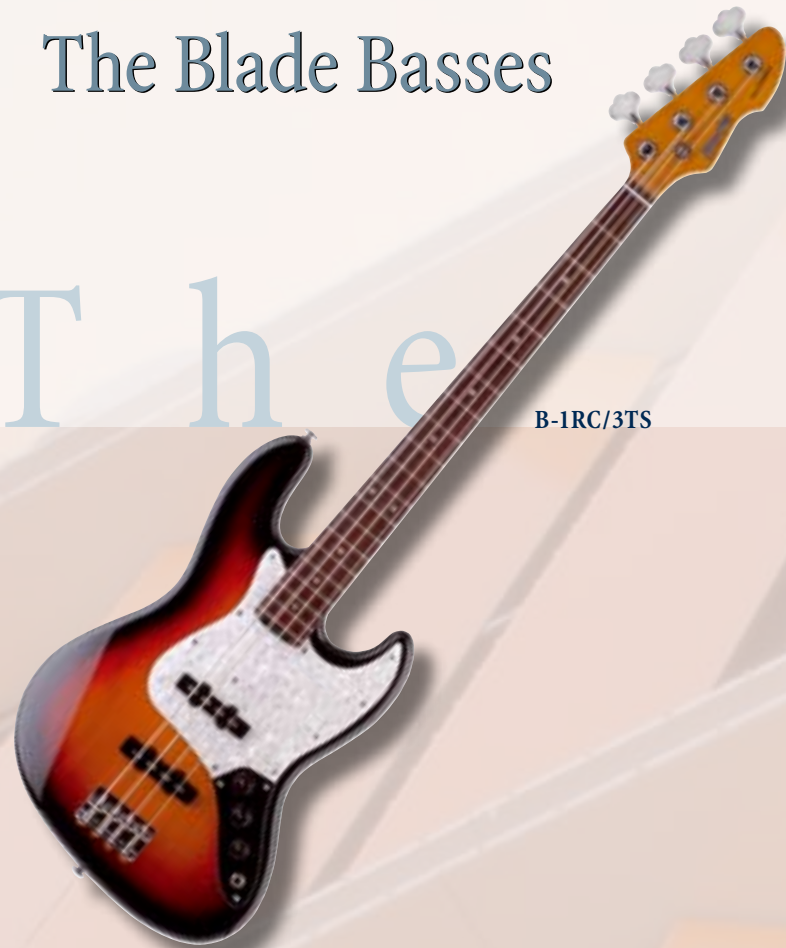
DC-2EG/2TS

inlays adorn the polished black ebony fingerboard. A hand-rubbed nitrocellulose lacquer unleashes the stunning beauty of this perfectly crafted guitar.

The LHN-6 pickups were created to match the exceptional tonal capabilities of the Durango Custom. The custom 5-way switch adds outside/inside single coils combination to the classic humbucker sounds and the trademark VSC-3 breaks through conventional tonal boundaries.

A truly exceptional instrument.

The Blade Basses



B-1 Tetra Standard

More Than Meets The Eye – Vintage looks and sound with an expanded tonal range – this classic workhorse has lots of new tricks. The Northern American alder body and deliciously comfortable rosewood-faced maple neck make the Tetra Standard the bass of choice for all musical styles. Whether for rocking runs or stand-out solos, the new BMB-1 Midrange boost adds a fat kick unavailable anywhere – except BLADE®.



The B-15

Big Bottom Bass – Here is our 5-string version of the Tetra Standard. A North American alder body and maple neck with rosewood fingerboard are combined with real single coil pickups to make the B-15 the ideal bass for players looking for that vintage growl and a big bottom B-string. The BMB-1 adds extra gain and midrange for fatter sounds or bass solos.



B-2 Tetra Classic Bass

The BLADE® Bass Standard Since 1989 – Whether you are looking for vintage growl, thundering mids or piano wire slap, the BLADE® Tetra Bass will deliver. The BVSC-3 on-board electronics gives you total tonal flexibility – no matter what your music style. The Tetra Bass took the best character of classic basses and added more of what you need: more playability, more versatility, more tone – and more style.



The B-25

Hear The Thunder – The power and passion of the Tetra Bass are the soul of this fabulous 5-string. The BVSC-3 provides unbelievable tonal diversity. Exceptional craftsmanship and integrity of build in the B-25 bring you solid attack and clarity – down to the bottom of the low B!

Features Guitars

Every detail of a Blade guitar represents a commitment to engineering perfection. The Adjustable Tension Guide perfectly balances the string tension at the nut with asymmetric

Adjustable Tension Guide



construction and height adjustment to keep you in tune, no matter how hard you wail on your whammy bar.

This patented tremolo looks, feels and sounds like a vintage style unit but incorporates a double block system that also allows upstem while sitting flat on the guitar body and transmitting all of the

Falcon Tremolo



tone the strings and wood have to offer unlike floating trems. The Falcon Tremolo enhances attack and sustain AND stays in tune if a string is broken - a feature that floating trems cannot do. Even deep bends against open strings are possible - the open strings do not detune. Now that's style.

The Variable Spectrum Control (VSC) lets you break through traditional tonal boundaries. The user adjustable presets let you change your sound from creamy overdrive to bell-like

VSC



highs – instantly. All Blade electronics also have a passive bypass to give you pure vintage tone. The redesigned VSC-3 incorporates recent advances in chip technology to increase battery life and tonal range.

Colors

Opaque Colors:

- B:** Black
- BM:** Blue Metallic
- CAR:** Candy Apple Red
- SNB:** Sonic Blue
- SFG:** Sea Foam Green
- INT:** Indian Turquoise
- LPB:** Lake Placid Blue
- OW:** Olympic White
- VW:** Vintage White
- PR:** Purple Rain

See-Thru Gloss: Normal

- MV:** Misty Violet
- HN:** Honey
- SR:** See Thru Red
- OB:** Ocean Blue
- CH:** Cherry

See-Thru Gloss: Burst

- TS:** Twotone Sunburst
- 3TS:** 3-Tone Sunburst
- CS:** Cherry Sunburst
- HB:** Honey Burst

Sound New VSC-3 Electronics

The soundchart will give you a basic idea on how to set your VSC-3. It is easy to fine-tune your guitar's tonal response to your specific musical needs and the type of amplification equipment used.

V S C S o u n d C h a r t	Sound	Midrange	Treble	Bass	Mini switch Position	Pickup
	Maximum drive, thick and creamy				down	all
	Fat and round				down	all
	Superclean, funky, great for rhythm chops				up	all
	Hollow humbucker, dark and warm				up	middle neck
	Bell-like, chickin' pickin' character				up	all
	Jazzy, great dark sound				down <small>(close tone control)</small>	neck
	The classic single coil character				middle	all



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