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## Namm show merchandise: The Guitdoorbell

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Dave Lynch and his doorbell guitar at NAMM (John Corrigan / January 18, 2012)

By John Corrigan  
January 27, 2012 | 1:04 p.m.

The big music merchandise show at the Anaheim Convention Center last week featured some of the hottest names and brands in the business. John Mayer was there for Martin Guitars, Kenny Wayne Shepard was there for a new iPad app, and Fender, Gibson and other companies were there showing



The Wir gets thur David Si



Ray Brad fiction at

their latest gleaming guitars to instrument retailers from around the country.

Then there was Dave Lynch of Sacramento, pitching something called the "Guitdoorbell."

As you might guess by the name, the Guitdoorbell is a guitar doorbell. The twist: it's not an electronic device that sounds like a guitar. It is a guitar.

The Guitdoorbell is a small guitar that is mounted above the doorway, and when the "bell" is triggered a chord is strummed. It retails for about \$130.

Lynch, who runs a guitar repair and sales shop, says he first rigged the Guitdoorbell at his own home. He got so many inquiries that he decided to try to sell to music shops.

Setting up his booth at the National Assn. of Music Merchants show last week, Lynch said he hoped to get orders for 1,000 Guitdoorbells. He ended up getting about 300 orders, but Lynch said he wasn't disappointed.

"More importantly," he said, "we got the attention of some of the major exhibitors."

Lynch sets his Guitdoorbell to the opening chord of the Beatles' "Hard Day's Night." But buyers can pick their own tune. Maybe "Knockin' on Heaven's Door?"



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