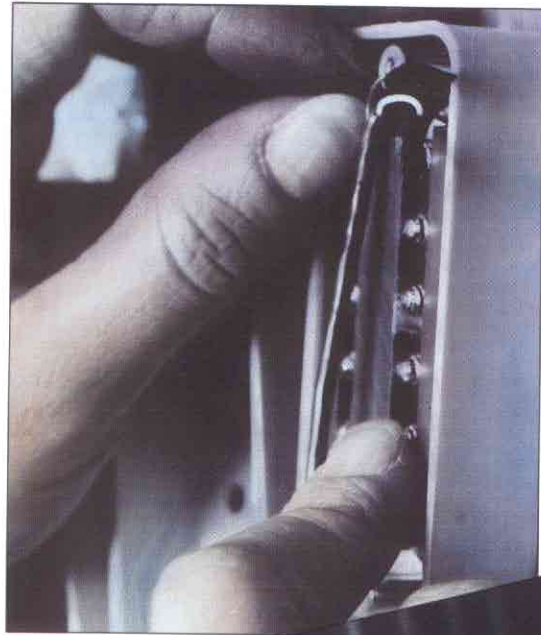


Humbucker bobbin being wound.

A specially designed guide system regulates the placement of each turn and the tension of the wire as the coil is wound. Even distribution of the turns ensures a precisely wound coil every time for a perfectly matched sound.

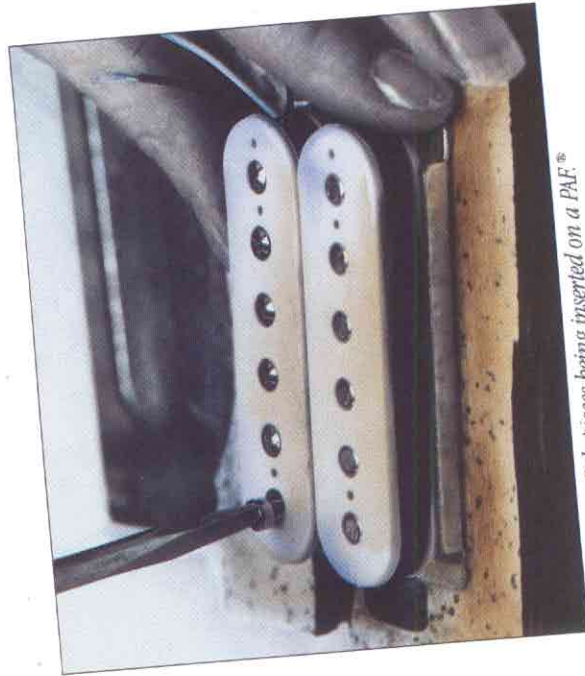
After the winding is completed, we check the coil for DC resistance. If it isn't within our 5% tolerance limits, we reject the coil and start all over. If it passes our inspection, the coil is soaked in our exclusive penetrating formula. Once dry, this prevents the wires from moving around. Our single coil models are wound and dipped in a similar manner. Some of the bobbins are made of a durable, phenolic material and the rest are made of the same nylon as our humbucking bobbins.



Magnet installation on DIX-1™.

Since each of our pickups has different characteristics, we use about two dozen types of magnets. Our research and development has taught us how different compositions and strengths of various magnetic materials affect sound. For example, in the Steve Morse Bridge Model™ pickup, a large, fully-charged ceramic magnet generates a lot of output voltage for a powerful, over-driven rock and roll sound. The Al Di Meola Bridge Model™ pickup has a smaller Alnico magnet with a field-strength which we deliberately lowered in the center. The result is a very warm sound with less output and a lot of definition. All of our magnets are custom-made for us alone, and are not commercially available.

Another factor that makes our pickups so special is the people who build them. All DiMarzio employees realize the importance of quality and take pride in seeing to it that our products are the best they can be.



*Pole pieces being inserted on a PAF.**

Another reason for the quality and success of our products is that we constantly listen to guitarists and take their suggestions. For example, we gave prototypes of our HS-3™ (DP117) to Yngwie Malmsteen of *Arcatrazz* to "road test" for us. After extensive touring and recording, we changed the HS-3™ to reflect the feedback we got from Yngwie. We think his advice improved the pickup.

We don't just receive comments and suggestions from well-known players, we listen to all our customers and try to give them everything we can in the way of new products and service. Clear wiring instructions are included with all of our pickups but, if you need extra help, we're always delighted to hear from you.

We stand behind every one of our pickups with a 5-year warranty.* Because of our dedication to quality, we're confident our pickups will outperform anything on the market.

*1-year warranty for active pickups.