

The Genesis neck isn't "reinforced"...it IS a supremely strong, non-warping graphite neck, sandwiched

the best tone woods have never been suitable for neck construction...until now

IN 1995, MODULUS SET OUT TO CREATE A NEW design philosophy for the electric guitar and bass. The importance of the neck in tone shaping became our chief focus.

We started by assessing the strengths and weaknesses of every possible neck material. Graphite is tremendously strong, telegraphs attack quickly and sustains for days. Wood adds depth of tone and imparts a distinctive character to the sound.

But graphite alone is, to some, too sterile sounding. And wood necks must use stiff, hard woods like rock maple, or their structure is compromised by the pull of the strings and the forces of nature.

A new direction became clear: Combine the virtues of these two very different materials in the right proportions to create a perfect blend of tone, strength, stability and beauty.

Don't confuse the Genesis neck concept with "graphite reinforced" designs. In a reinforced neck, the wood is the load-bearing structure, while the graphite inserts are included to add reinforcement and reduce dead spots.

With Genesis, the internal graphite spine IS the structural neck. From the string pull on the tuning gears to the neck joint deep within the body, a single molded section counteracts all stresses. Freed from the job of resisting string tension, the wood resonates with new depth and warmth.

Your choice of neck wood is now cast in the entirely new role of *tone shaping*. Certain woods have long been acknowledged for producing superior tone, but inherent softness limited their use to the body alone. Alder, cedar, soma and



This Genesis Three guitar shows the "sandwich" construction of the soft tone woods and composite center section. A graphite plate behind the headstock provides added stability.

soft figured maple each have a signature sound. Along with your choice of different body materials, the neck woods give players greater control over the character of their instrument, allowing the creation of a wide range of personalized tones.

The standard fingerboard (shown at left) is granadillo, a certified, non-endangered wood with that familiar rosewood feel. A two-way relief adjustment system lets you immediately recreate your favorite setup.

The Genesis neck delivers expanded response at both ends of the sonic spectrum for guitars and basses alike. Players find note definition and "bite" pleasantly enhanced. Combined with the unprecedented warmth and tone shaping provided by the new neck woods... well, you'll just have to hear it to believe it!



"It's a bold statement, but the Genesis neck technology may be the greatest thing to happen to bass since the roundwound string."

Bass Player Magazine, December 1998

Genesis Two guitar with BlueStone finish and granadillo fingerboard



genesis®
by MODULUS