

Review : **Vintage Guitar Magazine**, Jan 2014

“Milbert Amplifiers has produced a genuinely revolutionary guitar amplifier in GAGA. Lightweight, exceptionally adaptable, and featuring an innovative transformerless design, GAGA may be unparalleled in matching versatility with supremely satisfying tube tone.

“Under a hood of aircraft aluminum, GAGA has the capability to use any tubes, auto-match impedance to any speaker, adjust headroom, and provide phantom power for pedals. ...all players really need to know is that a transformerless amp allows pure, unfiltered tube response -- and that without a hunk of iron in the chassis, the head weighs just 12 pounds.

“Any common power tubes can be used in any combination of two, three, or four tubes you like. Because the amp autobias, you can even use mismatched tubes together to shape your tone. ... **Without a transformer to drive, the distinctive qualities of different output tubes can be heard unimpeded.** And because you can easily swap tubes after pulling off GAGA's top, the amp provides a singular opportunity to explore truly pure tube sounds. We exhausted only a handful of the hundreds of possible tube combinations...

“Any speaker cab or cab pair can be connected to GAGA, regardless of load, though for a perfect match of versatility and style check out Milbert's own 1x12” cabinet. It's loaded with a 100-watt Jensen Jet Tornado, weighs under 30 pounds, and has moveable panels to open the back. In a stroke of genius, the GAGA head docks to the low-weight cab, allowing for an easily manageable one-grip trip to the car.

“GAGA could feasibly mimic most any tube amp. But well beyond the amp's capacity for emulation is an opportunity to discover entirely new timbres, and to nail a sound that otherwise exists only in a player's mind. ...touring musicians, session players, recording studios, and total tone hounds may find this amplifier undeniable. The GAGA head is available in [several] configurations, and each of the lower wattages is upgradeable.

Full review at <http://milbert.com/gaga-vg.jpg>

“*This amp is cool in so many ways! ...you build your tone and get to change it whenever and wherever you want. ...[Milbert offers] one amplifier that can perform as many different amplifiers -- and they did it correctly. ... you can get the sound of any amp you want with real tubes ... and [GAGA] weighs in at [12] lbs. Do I really need to say anything else?*”
Local Music Gear - June, 2013

Features & Benefits

- Disarmingly light-weight, **12 pounds**
- **90 watts** to ~1 watt, small, pinky-weight
- Plays **any tube cocktail** (30+ types)
- **Auto-Everything™** - Bias, Load, Mains
- Adjustable Headroom for **any overdrive**
- **Blow-Proof Output™** drives any speaker(s)
- Amplifies with **the best of what tubes can do**
- Stunning transparency, **Clarity** of tone
- Cleaner cleans, dirtier dirties, **purest** tube tone
- **No bias collapse** or overload hangover
- World Power Ready **Universal** Mains
- **P3 phantom power** for pedals, active pickups
- **Upgradeable** to higher power - future-proof
- Greatly **extended tube lifetimes**. Made in USA
- Top-quality throughout, true **esoteric pedigree**
- GAGA D-15 can also use EL-84 tubes

4 Models, upgradeable

- D-15, 15 W max power, \$1950
- D-30, 30 W max power, \$2450
- D-60, 60 W max power, \$2950
- GAGA-90, 90 W max, world power, \$3950



GUITAR ARTISTS GUITAR Amplifier



The **Milbert GAGA** tube guitar amplifier, using advanced, *esoteric* power conversion techniques, eliminates all traditional magnetics, those heretofore necessary evils in tube amps. Resulting benefits — sonic and otherwise — are many.

Doing with tubes what was previously impossible, **GAGA** almost perfectly mates any combinations of power tubes and speaker loads, resulting in tube transfer characteristics being fully and faithfully *maximized*.

The consequent unveiling, stunning transparency, and unprecedented *clarity of tone* allows for cleaner cleans and dirtier dirties that *immerse* musicians in their desired musical ecstasy.

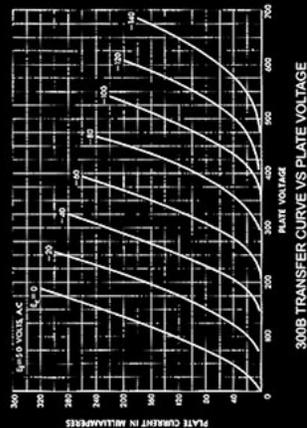
Knob & Feature Details

- H - HEADROOM - **adjusts power tube distortion** versus maximum power output over 10 ranges (actual power depends on tubes -- different tube combinations overload very differently!).
- V - (master) VOLUME - interacts with H to adjust power tube overload distortion from bedroom-quiet up to full-blast levels, letting you **define and then play right on that 'edge'** anywhere in between or at extreme.
- T TREBLE & B BASS - boost or cut from 'center-flat'.
- G - (pre) GAIN - allows everything from clean to full pre-amp tube distortion, which interacts with power tube distortion (of a practically unlimited number of possible tube combinations) making GAGA **an alchemy set for tone wizards**.
- Power switch and **P3 (phantom power for pedals and pickups)** pushbutton and indicators. Also present are voicing and mute/loop toggles. "Standby" is automatic.
- Rear panel has parallel **Blow-Proof™** speaker outputs that can safely drive any speakers, no speakers, or sustain a direct short while playing; a padded, post-power-tube line-level output (which conveys complete power tube overload tonal character); and Send (with level control) and Return jacks for tube-buffered effects loop.
- Inspired by laboratory equipment, everything is heavy-duty, machined aircraft aluminum and stainless-steel. Top-quality parts, metal panel pots, grippy sockets, Teflon® wiring, etc. are used throughout. Wood, tin-foil, plastics and other cheapness are nonexistent. **Designed to true audiophile pedigree and built to military standards**; no shortcuts taken.
- Thumbscrews pop the top for easy tube swap. Removable handle, side rails, faceplate. Faceplate sports clear laboratory glass. Thoroughly **top-notch throughout**.
- Small size allows GAGA to easily fit inside 20 watt Marshall 'small head' case, or almost anywhere. **Vanishing weight** allows practically effortless "pinky-lift" - or the ability to actually carry your performance amp with you.
- **Auto-Everything™** means auto-bias (regardless of tube combination), auto-standby, auto- speaker loading, and auto- power mains for universal power anywhere.
- GAGA brings fresh ideas, **serious innovations**, top-quality parts, and true high-end design and construction to guitar, bass and musical instrument amplification.

Ideal tube curves

Full tube response.

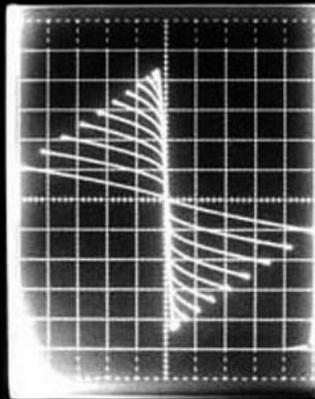
(only top, "push" half drawn)



6L6 tubes in GAGA

Full tube response. Clarity of tone.

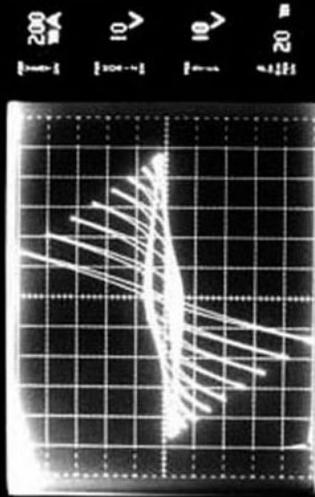
Articulate. Impactful. True timbre.



6L6 tubes in transformerized amp

Puffy response. Lost power and impact.

Smearred articulation. Skewed timbre.



<https://passlabs.com/articles/the-sweet-spot>

Curve tracer images from "Electronic Devices Amplification Process" <http://davidberning.com/technology/zh>

Milbert GAGA, a new kind of tube guitar amplifier • <http://milbert.com/gaga>

Quotes & Raves

"...this one amp means you don't need twenty amps for different sounds...just plug in different tube combinations and away you go." Sheffield Edwards

"Went to the amp show... Most innovative... P3 ... Milbert tube amp with no transformer. It sounds amazing. [They] brought a drummer and bassist with them, and people were jamming all weekend. ...sounded excellent."

"The rave is the amp. The more I get to know the GAGA the more impressed I am. I spent some time auditioning a guitar made by a very brilliant luthier, and did so at [a major studio] in NY. The studio had multiple boutique amps on hand to try, and indeed deals amps. ... There was nothing in that room that could touch the GAGA on any level, except maybe pure dirt (Marshall). The dynamics and responsiveness of [GAGA are] wonderful, and [it has] a very satisfying musicality and beauty of sound." Jonathan Reiter

"[GAGA] is a very versatile amp with a lot of sound - customizable sound. There is nothing like it on the market to my knowledge. It could be the next new thing."

"i use your amp so much and love it like no other! your customer service is incredible. all my friends who know my gear lust say this is just another amp and i'll buy some other amp soon. they don't know what i found out and that is [GAGA] has all the great tones of the great amps but 'evolved' into one package. i really cannot imagine ever finding anything that does what [GAGA] does. it's like my search is complete!" S.B., New York

"...it's silly it's so good...I'm surprised by the smooth decay, how notes hang solid while volume decays... Very smart...you guys are onto something here." Glenn Feit

"...i am amazed at the tone tweaking ability...with the Headroom and Volume knobs and ability to change tubes (i used a combination of 6v6's, 6ca7, and el34), i could get just the perfect amount of 'diffusion' i look for, so the guitar either stands out or blends in with the band or mix). the portability is another sweet point, added to the tone tweaking i just described, your amp is primo. ... on to another day of fun playing [GAGA], here's to you for coming up with the best of my forty amps!" S. Buzzic

More quotes at <http://milbert.com/gaga>

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