

proaudio

Sound

February 2023

press

10

Reasons

being a DJ rocks!

Love

- Your Music
- Your Gear
- Your Life

A DJ is seen from the side, wearing a dark jacket and headphones, performing at a club. The scene is illuminated by dramatic, low-angle stage lights that create long, bright beams of light against a dark background. The DJ's hands are visible, adjusting knobs on a piece of equipment. The overall atmosphere is energetic and modern.

Electronic music is innately tied to the technology used to create it,

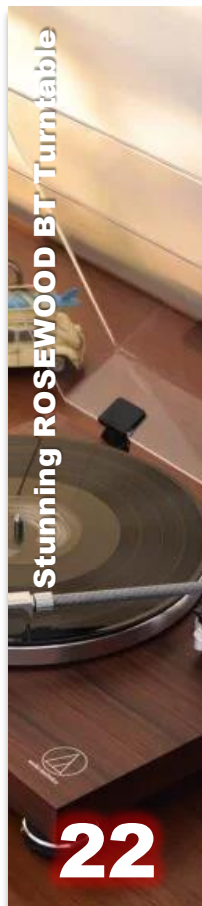
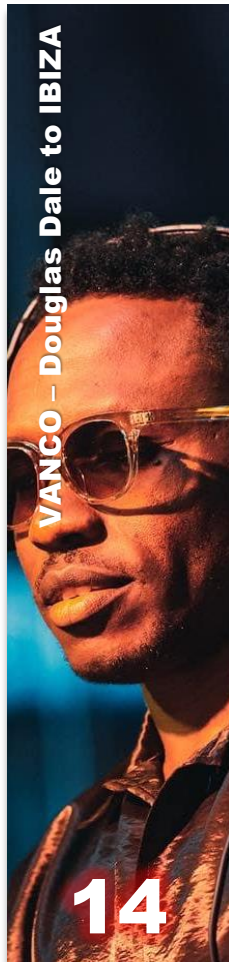
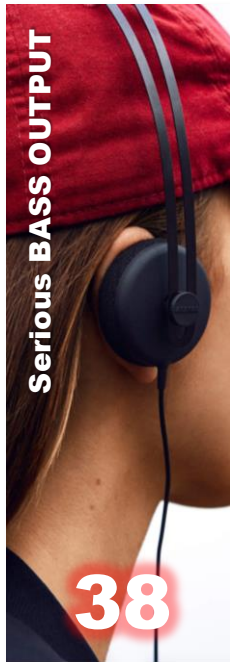
A man with long, light-colored hair is shown in profile, looking down at a DJ mixer. The background is a dark club environment with dramatic, diagonal light beams creating a sense of depth and atmosphere. The lighting is a mix of cool blues and warm, golden yellows.

**- as the tools evolve,
so will the art.**

richie hawtin

sound press

Welcome to another addition
of our **MONTHLY** Newsletter.



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Why Do We ALL Love Music?



While the human brain is hardwired to feel pleasure for basic survival necessities, such as eating and sex, music—although obviously pleasurable—doesn't offer the same evolutionary advantages. So why do we respond to patterns of sounds that disappear in an instant?

Why do we belt music from the top of our lungs, learn to play instruments, and empty our back accounts to see Bruce Springsteen on Broadway?

Human beings seem to have innate musicality. That is, the capacity to understand and derive pleasure from complex musical patterns appears to be culturally universal.

Musicality is expressed very early in development. In this sense, music may be compared to speech—the other cognitively interesting way that we use sound.

But whereas speech is most obviously important for communicating propositions or concepts, obtaining such knowledge, this is not the primary function of music. Rather, it is music's power to communicate emotions, moods, or affective mental states that seems beneficial to our quality of life.

Which brings us to the question that forms the title of this article: why do we love music?

On its face, there is no apparent reason why a sequence or pattern of sounds that has no specific propositional meaning should elicit any kind of pleasurable response.

Yet music is widely considered amongst our greatest joys. Where does this phenomenon come from?

Researchers have found that dopamine release is strongest when a piece of music reaches an emotional peak and the listener feels "chills"—the spine-tingling sensation of excitement and awe.

It's quite possible that our love of music was simply an accident. We originally evolved emotions to help us navigate dangerous worlds (fear) and social situations (joy). And somehow, the tones and beats of musical composition activate similar brain areas.

Typically, our brains release dopamine during behavior that's essential to survival (sex or eating).

This makes sense – it's an adaptation that encourages us to do more of these behaviors. But music is not essential in the same way.

Presumably, we evolved to recognize patterns because it's an essential skill for survival. Does a rustling in the trees mean a dangerous animal is about to attack? Does the smell of smoke mean I should run, because a fire may be coming my way?

Music is a pattern. As we listen, we're constantly anticipating what melodies, harmonies, and rhythms may come next.

That's why we typically don't like styles of music we're not familiar with. When we're unfamiliar with a style of music, we don't have a basis to predict its patterns. (jazz as one music style that many unacquainted have trouble latching onto).

When we can't predict musical patterns, we get bored. We learn through our cultures what sounds constitute music. The rest is random noise.

Music fools the brain into thinking it's speech

These explanations may describe why we feel joy from music, but don't explain the whole other range of emotions music can produce.

When we hear a piece of music, its rhythm latches onto us in a process called entrainment. If the music is fast-paced, our heartbeats and breathing patterns will accelerate to match the beat.

That arousal may then be interpreted by our brains as excitement. Research has found that the more pleasant-sounding the music, the greater the level of entrainment.

"It makes sense that our brains are really good at picking up emotions in speech," the French Institute of Science's Aucouturier says. It's essential to understand if those around us are happy, sad, angry, or scared. Much of that information is contained in the tone of a person's speech. Higher-pitched voices sound happier. More warbled voices are scared.

Music may then be an exaggerated version of speech. Just as higher-pitched and speedier voices connote excitement, so do higher-pitched and speedier selections of music.

And because we tend to mirror the emotions we hear in others, if the music is mimicking happy speech, then the listener will become happy too.

DDJ-FLX6-GT

4-channel DJ controller for multiple DJ applications (Graphite)

The fresh design of the DDJ-FLX6-GT introduces a new look and feel for its full-size jog wheels, which feature a graphite color plus a metallic texture on top and a rubberized coating on the outer ring for improved playability.

Updated design with a graphite color brings a sophisticated look

The layout of the controls on the DDJ-FLX6-GT is the same as its predecessor, echoing club-standard CDJ + DJM setup, so you can perform intuitively. However, a new matt grey body and the graphite color of the jog brings a sophisticated look.

All-new Merge FX

Add drama to your sets and easily mix different styles of music. No matter what the BPM or key of the next track is, you can create an exciting transition whenever you want. Simply press the knob and turn it as fast or as slowly as you like to start building up the tension in the music.



VirtualDJ is compatible with the updated unit (licenses available separately), which also offers free use of the rekordbox Core plan and Serato DJ Pro.

The DJ controller also comes with license keys for the Serato FX Pack, Pitch 'n Time DJ Expansion Packs and TRAKTOR PRO 3 TSI file, which will be released.

With a built-in sound card, all you need to do is connect the DDJ-FLX6-GT via USB cable to a laptop that's running a compatible software and you can start DJing right away.

 rekordbox

 serato DJ Pro

VIRTUAL DJ



sound press



DJ SOPHIA

Youngest Resident DJ On GoodHope FM (The Good Vibes Show With DJ Ready D)

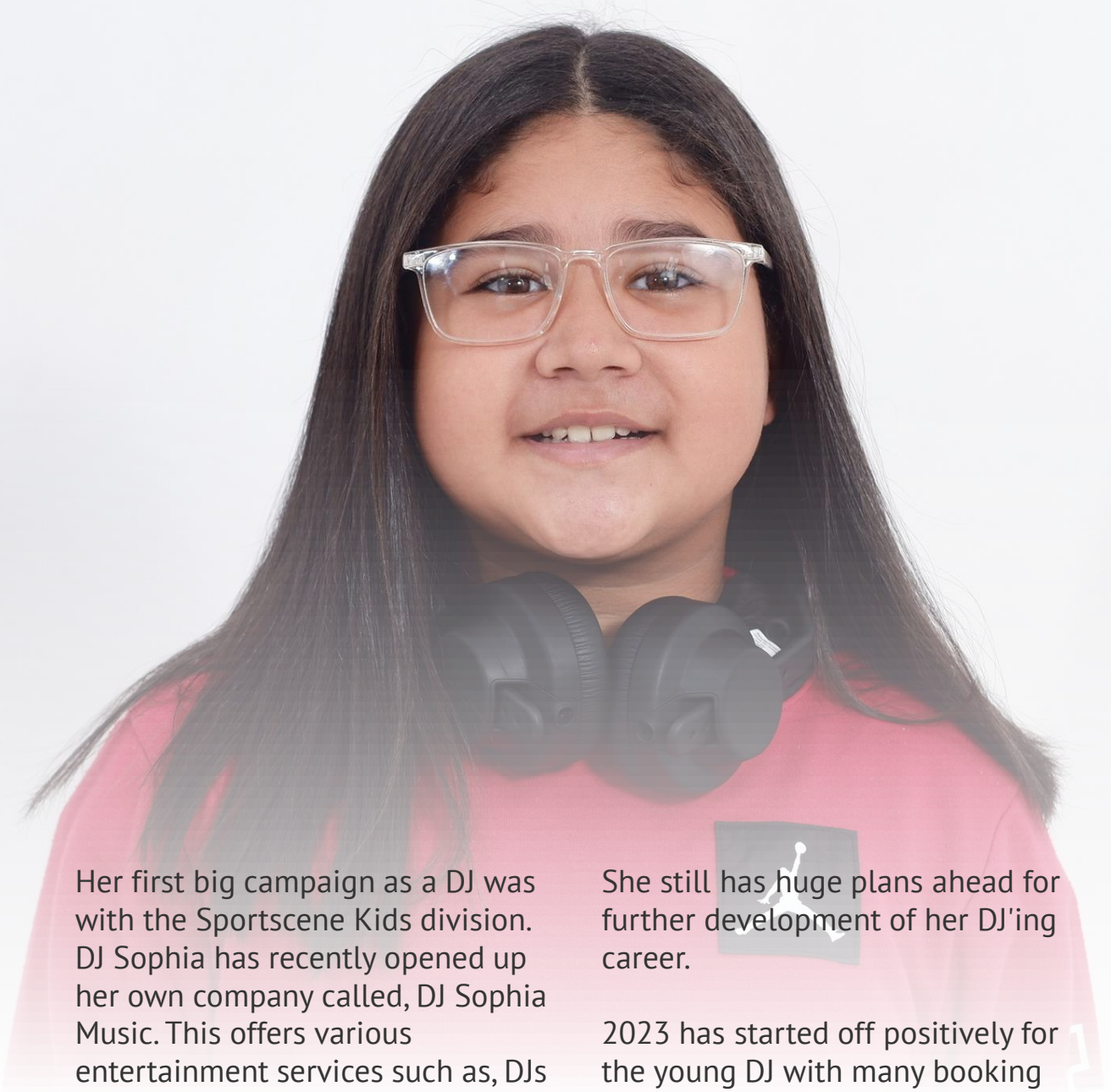
Lockdown did not stop this talented, determined little girl! She started doing live streams and thoroughly enjoyed it and people loved her as a DJ. She slowly but surely gained an online presence.

DJ Sophia, born in 2013 in Cape Town, is South Africa's most adorable DJ! Her passion for music started when she was just a couple of months old, always moving her body to any tune.

Her real interest in DJing developed when she was just 4 years old, fiddling around on her dad's DJ equipment. Her father then noticed her curiosity with the equipment and started teaching her.

Being the fast learner she is, DJ Sophia started using the equipment on her own. She came into the spotlight when she joined a DJ competition held in Retreat, for Primary and high school kids in December 2019. She won her age category.

Feeling very proud of herself and her achievement, most of all how the crowds respond to her entertaining mix. DJ Sophia's passion for DJ'ing and music grew stronger.



Her first big campaign as a DJ was with the SportsScene Kids division. DJ Sophia has recently opened up her own company called, DJ Sophia Music. This offers various entertainment services such as, DJs for any event from corporate events to birthday parties , security and her own branded merchandise.

DJ Sophia is currently the youngest female DJ in South Africa to hold a resident slot on mainstream radio on The Good Vibes Show with DJ Ready D, every second Friday on GoodHope FM, 96.2.

DJ Sophia requested to upskill herself even further by mastering the art of CDJ's in 2022 and is still currently learning.

She still has huge plans ahead for further development of her DJ'ing career.

2023 has started off positively for the young DJ with many booking requests months in advance for her services.

DJ Sophia is a determined, feisty, meticulous little girl who is extremely hardworking, driven and passionate.

There is still a whole future ahead for DJ Sophia, with her determination and perseverance, may it be filled with endless possibilities, happiness and success.

DDJ-REV1

Scratch-style 2-channel DJ controller for Serato DJ Lite

The DDJ-REV1 matches perfectly with the free Serato DJ Lite software, boasting a brand-new battle-style layout that's easy to use and perfect for playing like a pro.

Mixed microphone audio: Easily add your voice while you're streaming

For the first time in a Pioneer DJ controller at this level, the output of the master audio is mixed with the sound from the microphone if you have one plugged in.

This means you don't need any external equipment such as a soundcard or separate mixer if you want to add speech or vocals to your performance and route it through your computer. All sounds are sent to Serato DJ Lite so you can stream from there.

Bigger jog wheels

The bigger the jog wheels, the better for scratching. The jogs on the DDJ-REV1 are the same size as the ones on the DDJ-SR2, a popular controller that's higher up in our range.



Brand-new battle-style layout

Get hands-on with an interface designed to emulate 2 x PLX turntables and a DJM-S series mixer – the kind of setup used by pro battle DJs.

There's plenty of space to perform mixing and scratching techniques thanks to the new arrangement of the controls on the DDJ-REV1.



The tempo sliders are 60mm – longer than those on the DDJ-SB3 to give you finer control – and they run horizontally above the decks while the Performance Pads have been moved into the mixer section so you can intuitively combine effects, trigger samples, and scratch your tracks.



From the build-up of his career, he has released several tracks under international labels like Universal Music Group, Get Physical, Connected, Foliage Records, Afrocentric Records, just to mention a few.



Hailing from Douglasdale, Johannesburg South Africa **VANCO** is a diverse DJ/Producer versed in the genre of dance music.

Stepping onto the music scene in 2015, VANCO incorporates his African influence in his music creation.

VANCO has worked with artists including Black Motion, DJEFF, Manoo, Boddhi Satva among others. Vanco's songs have been received well on a large scale smashing the dance floors, festivals across the globe & being played in Ibiza, Tomorrowland & supported by several international DJs.

VANCO has shared stages with artists like Black Coffee, Bob Sinclar, Black Motion, Da Capo, DJ Angelo, Themba, DJEFF, DJ Shimza, DJ Fresh, Pablo Fierro & Boddhi Satva just to mention a few.

He has also played at festivals and events in Europe, Africa, Middle East:

- Mixmag "The Lab",
- Ultra-South Africa,
- Santorini Greece,
- Dubai,
- Switzerland,
- France,
- Netherlands,
- Turkey,
- Portugal,
- Angola,
- Swaziland,
- Lesotho,
- Mozambique,
- Johannesburg, Cape Town, Durban, other cities in South Africa
- & many countries across the globe.

VANCO continues to build his brand, touring the world in Europe, Asia, Middle East, Africa and perfecting his craft, his work with thumping percussions, heavy baselines and sweet vocals, intertwining rhythmically, igniting audiences everywhere.




vanco

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CDJ-3000

Professional DJ multi player

The CDJ-3000 is the next generation of media players from Pioneer DJ. It's been built from the ground up using the foundation of the 2000 line to create a modern player built to help artists perform their best.



The players are also seemingly quite a lot bigger than their predecessors. The other largest key feature is the new 9-inch touch display that is significantly sharper and more vivid than before. The jog wheel now displays both the artwork and playhead position, and Pioneer DJ boasts this is their smoothest jog wheel to date.

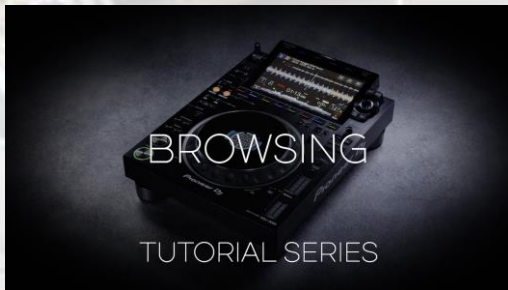
Beyond that, the rest of the physical changes are smaller but welcome additions. These include new beat-jump buttons, 8 hot-cue buttons, advanced auto beat-loop buttons, and a new key sync feature that allows you to match the key of your tracks.

Enhance your creative power with our evolved flagship multi player, the CDJ-3000. This robust unit is powered by a new MPU and packed with specially developed high-quality components and innovative features.

Tutorials - CDJ-3000 Professional DJ multi player



How to use and customize the browse section



How to use Touch Preview and Touch Cue



How to use 3Band Waveform & Stacked Waveform



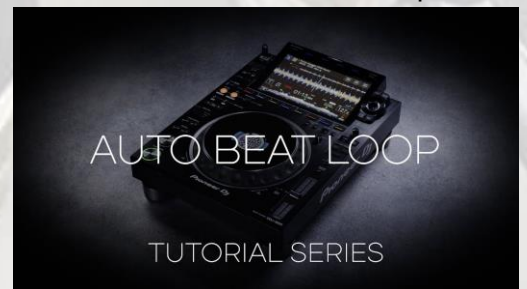
How to use the 8 Hot Cue buttons



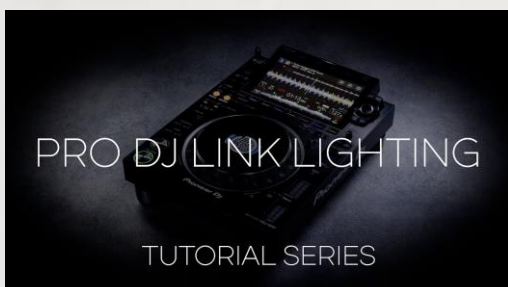
How to use the Dedicated Beat Jump buttons



How to use the Auto Beat Loop section



How to set up Pro DJ Link Lighting



How to use rekordbox CloudDirectPlay



What makes a good wireless IEM system?

System integrators, engineers, and performers alike are seeing (and hearing) the advantages of going wireless, not only for instruments and microphones but also for monitoring.

Once a rare luxury, wireless in-ear monitor (IEM) systems have become increasingly common on stages everywhere – in venues, on tour, in broadcast applications, and in houses of worship.

When a contractor or engineer sets up a stage rig for wireless in-ear monitoring, there are certain strict criteria that need to be met.

First of all, the system needs to be flexible – the range of the frequency spectrum set aside for wireless audio has a lot of traffic, and it's vital that each wireless system be able to select unused frequency bands with ease.

Second, the system should be scalable – it should be designed from the very beginning to allow more receivers and transmitters to be added easily and set up in such a way as to work smoothly with existing units.

Third, the system must be reliable – the signal must be clear and strong, free of distortion and dropouts.

Finally, the system must be musical – for an artist to be inspired to play their best, what they're hearing should be inspiring! It's amazing how many cheap wireless systems treat sound quality as an afterthought.

Fortunately, Audio-Technica has all of these bases covered handily with the 3000 Series.

ATW-3255 3000 Series

Wireless In-Ear Monitor System

The Audio-Technica 3000 Series Wireless In-Ear Monitor System was designed to bring professional sound quality and features to all levels of performers and performance venues.

With design elements modeled after our popular 3000 Series UHF Wireless Microphone Systems, the 3000 Series IEM features a rack-mount transmitter with front-panel controls and large OLED display, body-pack receiver with an efficient headphone amp (it also conveniently charges in the same ATH-CHG3 and ATH-CHG3N charging stations as the 3000 Series UHF body-pack transmitters), and ATH-E40 professional in-ear monitor headphones with proprietary dual phase push-pull drivers.

The 3000 Series Wireless IEM offers exceptionally wideband UHF coverage (138MHz), available in frequency bands DF2 (470 – 608 MHz) and EG2 (580 – 714 MHz); receiver antenna diversity to ensure RF stability; and stereo or mono operation with pan/personal mix controls.

Additional features include network monitoring and control via the Audio-Technica Wireless Manager software, a cue mode that allows an audio engineer to monitor several IEM channels from a single receiver, and a 3000Link mode that enables compatibility with 3000 Series wireless microphone components.

Together these elements provide clear, natural sound quality on any stage.

Mixing and performing on a smaller scale shouldn't have to mean sacrificing sound quality. Through the 3000 Series Wireless In-Ear Monitor System, Audio-Technica continues to deliver on its promise of making high-quality audio accessible to all.



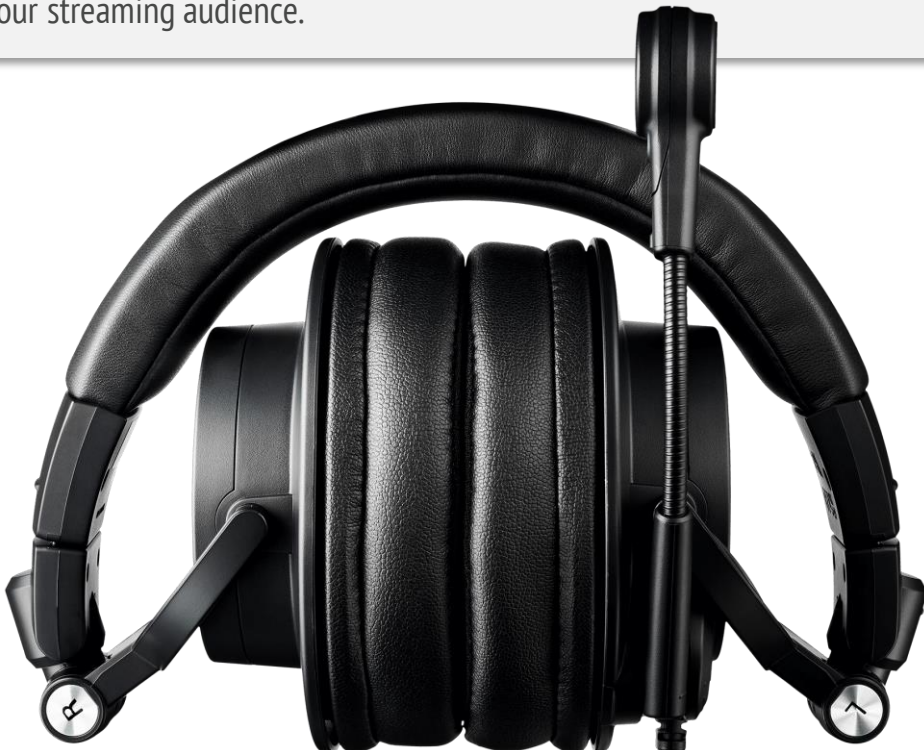


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ATH-M50xSTS StreamSet™

Designed for streamers and content creators, the ATH-M50xSTS StreamSet™ is the world's first professional streaming headset that combines the legendary studio sound of the ATH-M50x headphones with the clarity of the iconic 20 Series microphones.


Equipped with a cardioid condenser microphone, and two distinct earpad styles that you can use according to your preference, this headset delivers the ultimate studio-quality sound for you and your streaming audience.



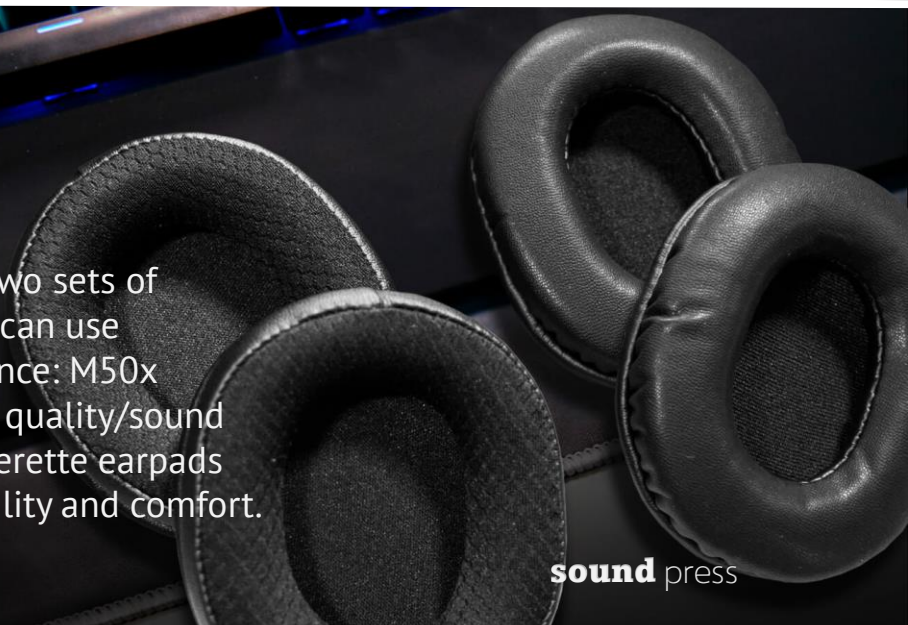
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Legendary studio sound of ATH-M50x headphones paired with the renowned clarity of 20 Series microphones creates the ideal headset for live streaming.



Flexible boom arm flips up to quickly and silently mute the microphone.

A close-up photograph of the flexible boom arm of the microphone. The boom arm is shown in its retracted position, with a dashed white line indicating its range of motion. The microphone capsule is visible at the end of the boom. The background is a blurred green screen.

The StreamSet includes two sets of distinct earpads that you can use according to your preference: M50x earpads that stress audio quality/sound isolation and mesh/leatherette earpads that emphasize breathability and comfort.

A close-up photograph of the earpads of the headphones. Two sets of earpads are shown: one with a dark mesh texture and another with a smooth, leatherette-like finish. The earpads are arranged in a way that shows their circular shape and the padding. In the background, a portion of a keyboard with blue backlighting is visible.

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AT-LPW50BTRW

Wired or Wireless Listening Analogue or Bluetooth® Connectivity

Pair seamlessly to the latest wireless earbuds, headphones and speakers or use the included stereo RCA output cable for a traditional wired connection and optimal sound reproduction.

Audio-Technica's AT-LPW50BT-RW wireless turntable provides optimal high-fidelity audio reproduction with the option of wired or Bluetooth® listening. The manual record player's stunning rosewood-finished veneer adds to the turntable's refined style, and also dampens low-frequency acoustic feedback to ensure you experience crystal clear, uninterrupted sound.

Incorporating a top-quality tonearm and the critically-acclaimed AT-VM95E, Audio-Technica's AT-LPW50XBT-RW record player with Bluetooth® comes complete with everything a vinyl enthusiast needs to enjoy an immersive, rich analog audio experience.

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The LPW50BT-RW takes Audio-Technica's range of wooden turntables to the next level, incorporating a variety of enhanced features and wireless connectivity. This Bluetooth® vinyl player is the culmination of Audio-Technica's 60 years of dedication to analog listening, creating a record player that produces unrivalled sound quality while featuring innovative audio technology.

Integrated Bluetooth® technology gives listeners the unique option to operate the AT-LPW50XBT-RW belt-drive turntable wirelessly. Whether you prefer wired listening to enjoy the distinct warmth of analog audio with no compromise on sound quality, or want to try out pairing your turntable with your brand new wireless headphones or speakers, you can do it all with this versatile record player.

/A Stylish Finish for Enhanced Acoustics

Audio Aesthetics

The 30mm thick MDF plinth, with rosewood veneer dampens low-frequency acoustic feedback and minimises distortion while the professional anti-resonance, die-cast aluminium platter with rubber mat also works to ensure you enjoy superb audio clarity with minimal disturbance.



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/Analogue or Bluetooth® Connectivity
Wired or Wireless Listening

Pair seamlessly to the latest wireless earbuds, headphones and speakers or use the included stereo RCA output cable for a traditional wired connection and optimal sound reproduction.

/Select Your Preferred Preamplifier
Plug-In and Play

AT-LPW50BTRW is equipped with a built-in selectable pre-amplifier for phono or line-level output, so you can choose whether to use the turntable's built-in preamp and plug your vinyl player straight into a device with line-level input, or expand your setup with an external preamplifier.



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/Explore Interchangeable/Replacement Styli Options

Refine Your Sound

The turntable includes a straight carbon-fibre tonearm with adjustable tracking force, hydraulically damped lift control and lockable rest, plus a matching matte-silver AT-HS4 universal ½"-mount headshell.



The LPW50BTRW also includes one of Audio-Technica's most versatile cartridges, the high-performance AT-VM95E. The dual moving magnet phono cartridge is compatible with any VM95 series replacement stylus, offering a wide choice of options for every budget and application.



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Keep on Spinning: Caring for Your Vinyl Collection

With the resurgence of vinyl in recent years, record sales are on the rise as music lovers across the world eagerly build their collections. As record lovers embrace vinyl, they also know that it takes more than keeping your record in its sleeve to ensure your growing collection stays in mint condition.

Cleaning Vinyl

AT6012 Record Care Kit Playing a vinyl covered in dust and grime will ultimately damage the vinyl and negatively impact the sound quality in the long run. This is important to keep in mind when purchasing vintage vinyl that may have been mishandled by a previous owner. In order to extend the life of your records and styli it's best to properly clean them.

The AT6012 Record Care Kit will help keep your records looking and sounding their best. The kit comes with a cleaning solution that is scientifically designed to gently remove dust, dissolve fingerprints, and eliminate static electricity.

Cleaning is not a cure all, however. Cleaning cannot repair damaged records, unfortunately sometimes the vinyl is too damaged to salvage.

Cleaning the Stylus

audio-technica stylus Regardless of how well you clean your vinyl, your turntable's stylus will pick up bits of dust during play. This accumulation of dust is often visible to the naked eye. Make sure to remove this build up before playing a record, as the stylus won't rest properly on your record's grooves, leading to skipping.

Read on as we explore how you can keep your vinyl spinning for years to come.

Handle With Care

How to Handle a Vinyl Record One of the easiest things you can do to protect your records is handle them properly. Avoid touching the surface of your records, as the oil on your fingers acts like a magnet for dust and grime. Always pick up the record by handling the edges and center hole. When you're done enjoying your vinyl immediately return it to its respective sleeve. Leaving vinyl sitting out can result in them accumulating dust and getting scratched.

Keeping Your Turntable Dust Free

AT-LP60-BT It's imperative to keep your turntable free of dust and static. Every Audio-Technica turntable comes with a slip mat included; if this surface gets dusty it can damage your records while playing. Make sure to protect your turntable by keeping the dust cover closed when the player is not in use.

Storage

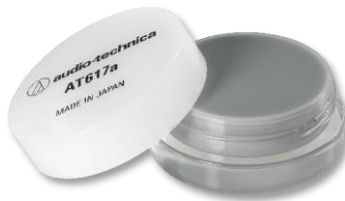
As your collection grows you'll want to make sure you are storing your vinyl in the correct manner. Always keep vinyl records upright, never stacked on top of one another as this can result in damage. Invest in reinforced shelving or specially made storage boxes to keep your records safe.

Keep your collection in a room where the temperature is consistently cool, leaving them in a location that gets hot and damp will likely result in warping. Therefore, garages and basements are often not ideal locations for your vinyl.

Cleaning Accessories



AT607A
Cartridge Stylus
Cleaner



AT617A
Cartridge Stylus
Cleaner



AT6013A
Dual-Action Anti-
Static Record
Cleaner



AT634A
Record Care
Solution



AT6012
Record Care
Kit



AT6011A
Anti-Static
Record Brush





DJ Joy ‘aka’ mammabearsteffs

Behind the decks her grey hair is backlit by laser lights. She whoops at the crowd and the dancing masses go wild! They can't get enough of DJ Mammabearsteffs.

It was to honour her late son's dream of becoming a professional DJ that Joy Steffens decided on a life spinning the decks. Dylan died of cancer in 2016, just as he was about to go to music school.

Now 62 years old, music is helping Joy heal and stay connected with her son – while also propelling her into a new, loud life. And, to her surprise, audiences have embraced her.

Carte Blanche meets Joy as she gets onto the big stage at the annual H2O Party with its thousands of partygoers. At a time when her peer group is planning the end of their careers, Joy is at the beginning of a whole new one. How do we keep learning and living passionately over 60?



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SOUND



10 Reasons Being a DJ Rocks

We know a lot of you noticed that we had a solid list of reasons why being a DJ sucks, from lack of health insurance to shitty neighbors. When we got off of the soapbox, we sat back and realized that it's not all rain clouds and depression; the life of a DJ can be amazing!

MONEY

The biggest names in the DJ world often make six-figure checks for one night of work. Names that are respected within the industry but might not be marketable to a broader audience can get a couple thousand dollars. If someone is branding their own party and can operate outside of booking agencies/ticketing companies, they are looking at a large cut of the door.

SOUND SYSTEMS

No matter what kind of music you're into, being able to let your music rip on a great sound system is the end game. Having a crowd respect your work and show up to see you is the bonus. Studio monitors, fancy setups in cars, and giant speakers in the club are standard. It adds a completely different dynamic to what you're doing. Hearing a track you love REALLY loud is just fun.

FREE DRINKS

If you forgot to add a bottle of liquor to your performance agreement, the venue will usually have no problem providing a bottle of whatever you like to drink. Every decent club I've been to had enough liquor to take care of artists and their friends, and they don't usually gripe about bringing out a couple extra bottles. Someone 10 meters away from you is paying R2000 for the same experience.

FREE MUSIC

As bloggers, we get advanced copies of releases without a major issue. We've spent years building trust with labels. DJs get this love tenfold. We don't have to ask for something, or wait for announcements. If I like an artist, I can usually just ask for some dope records.

GROUPIES

If you're about to hit a city you've already been to, you don't even need to try to get ass. You've gotten laid in that city before, and can just text that special someone to meet you at your hotel room at 4AM. I've seen some of my DJ friends pluck some of the most attractive people out of a crowd. We're a nerdy group of people in real life. We nerd out on a computer for hours at a clip. I've been with DJs that are headlining sold-out shows and don't get noticed until they get to the venue, and somehow we're cool as shit when we arrive.

INDUSTRY FRIENDS

If you happen to have credibility outside of your market, you'll be in touch with thousands of people that will want to work with you, book you, and maybe just talk about things that the average person doesn't understand. It's wonderful to be able to reach out to someone for an opinion on a track, or have an advocate in a city you're playing in that will take you around the city to the cool parties. I cherish my industry friends. We're different.

TRAVEL

We didn't notice how crazy a top-tier DJ's schedule can be until we did some investigating. You may or may not notice that everyone you want to see is playing in warm climates, at all times. Australia in December and January is the place to be. Holy Ship takes a pack of DJs and their fans to an island destination. It isn't enough to get paid ridiculous amounts of money to do something you love.

When you're represented by a booking agency, you can ask that they schedule your dates so less of them require a coat. Your rider will have specifications for airlines. Hotel standards. Limos pick you up instead of a promoter in a Honda Civic.



CROWDS

Nothing is better than playing a packed club. The interaction between a good DJ and the crowd is priceless. You have the attention of a large group of people; you can control their actions. It's an adrenaline rush like nothing else.

If you're a DJ that takes risks and plays records that people might not be familiar with, it's fantastic to see that crowd response. Your only job in a club is to play great music, and when you have a welcoming crowd, it makes a world of a difference.

"THE LIST"

I've seen some DJ guest lists. They can be huge. I'm proud of the clubs that don't ask artists to trim them back. What clubs may or may not consider is that while your 15 friends aren't paying the cover charge, they're all still probably spending R500 a pop at the bar.

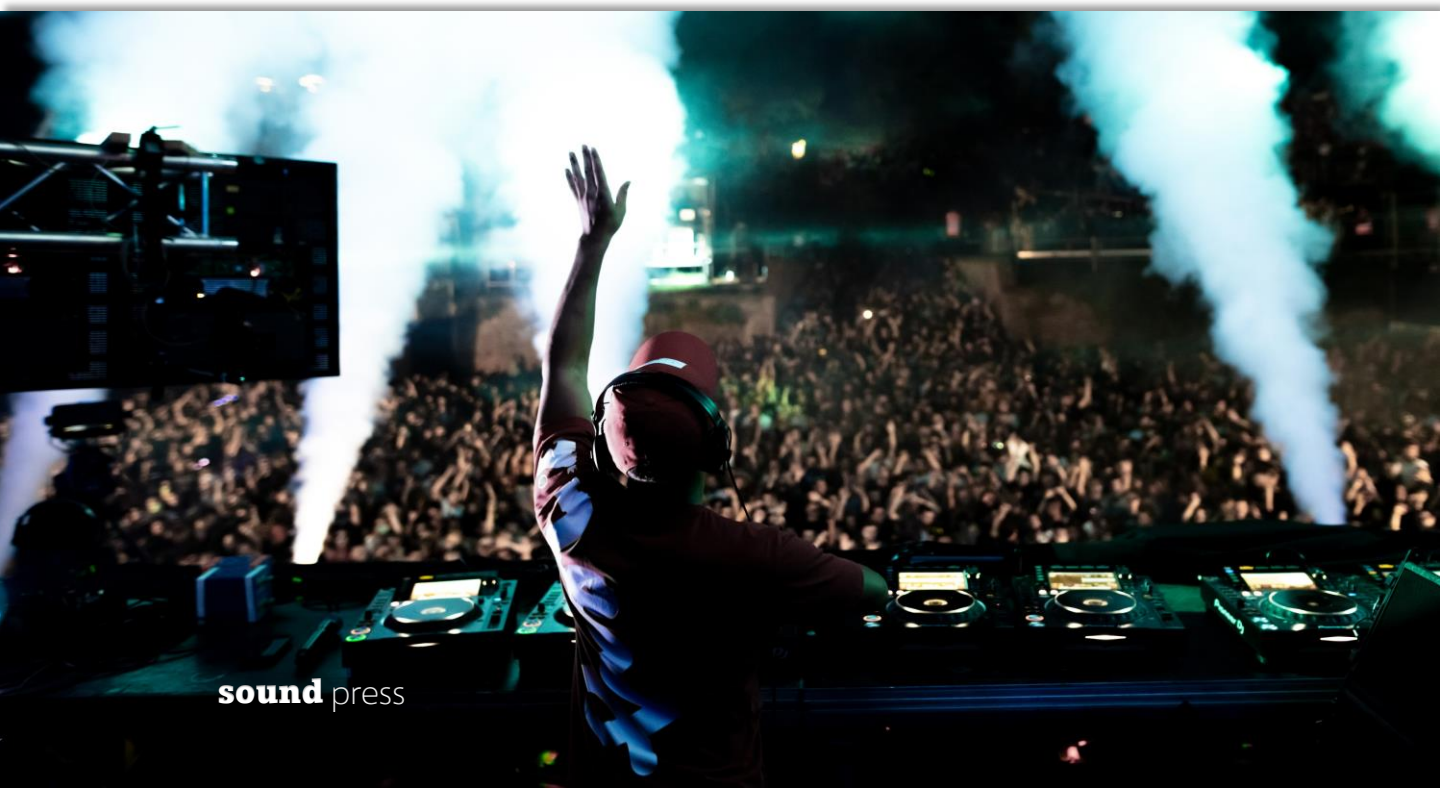
But you look like a champ when you allow them to say "I'm on the list."

IT'S BETTER THAN WORKING

The "9 to 5" lifestyle is downright boring. Flat people and flat conversations. Annoying co-workers. Responsibility. All of that goes away when you're a DJ. You set your own schedule, make music wherever and whenever you wish, and it's a loose environment.

People are there because they want to have FUN. Sure, there are some serious annoyances to being a DJ, but nothing is more annoying than going to a job that you aren't passionate about. DJs don't have those problems.

Think about it: you get to see the world (or, at least major parts of your city's nightlife scene), and get paid to play music that you love!





We are delighted to release the Pearl Upright, an old and soulful upright piano with a slightly mellow, warm and shimmering tone. This beautifully handcrafted instrument is of German origin and adds another unique vintage character to our exclusive Nord Piano Library.

Nord Piano Library

The Nord Piano Library is our premium library of exclusively sampled grand pianos, uprights, vintage electric pianos, digital pianos, harpsichords and clavinetts – all carefully selected for their unique characters. Nord's state-of-the-art sampling techniques capture the extraordinary nuances and real character of the source instruments and our exclusive library is regularly updated with new unique world class sounds.

nord piano 5

The latest edition of our award-winning Piano series is equipped with dual piano engines, dual sample synths and twice the memory of the previous generation.



sound press



The Sonance OMNI-6T is an Omnidirectional 70V/100V/8 Ohm loudspeaker, designed to deliver 360 degree coverage in applications such as resort gardens, hotel pool areas, theme parks, outdoor shopping malls, and open residential outdoor spaces.



Design

The OMNI-6T is designed with a textured brown finish in a small form factor to blend in discreetly with surrounding landscape. Its rugged build and IP66 waterproof rating prepares OMNI for virtually any outdoor terrain.

Installation

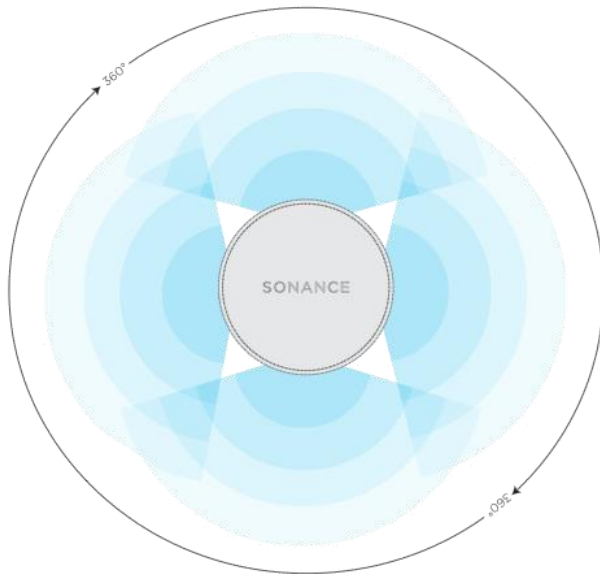
The OMNI-6T can be installed partially buried in ground or securely mounted to hardscape surfaces using its secure mounting points. The Sonance Laminated Core Transformer Tap is conveniently positioned for easy adjustability after installation.



Performance

The OMNI-6T achieves impressive fidelity and output from its 4 1.25" wide-band, direct-firing drivers that do not rely on reflection. The 6.5" up-firing high-excursion woofer helps the speaker deliver full range performance.

With an 80W 70V Sonance Laminated Core Transformer for flexible system configuration and output, the OMNI-6T has what it takes to deliver crisp, natural music in every direction for walkways, courtyards, gardens, and beyond, in residential or commercial spaces.



ROKIT G4

The most innovative monitor in the universe now available in White Noise

Building on over 30 years of monitor innovation and countless developmental partnerships with successful award-winning music and sound productions, the new KRK ROKIT G4 White Noise line has been scientifically re-engineered from the ground up for the way modern artists work—in all genres and environments.

Matching Woofer and Tweeter made with Kevlar®

A matching driver design ensures the same sonic integrity across all frequencies and minimizes listening-fatigue, while offering an incredibly balanced and clear listening experience.

Following the technology and legacy of the unrivaled V Series 4 monitor line, the new ROKIT G4 series proprietary drivers feature a superbly rigid and high tensile strength-to-weight ratio material known for high-end sound reproduction.



sound press

Meet the ROKIT G4 **WHITE NOISE** Family



ROKIT 5 G4

5" Near-Field Studio Monitor

- Frequency Response 43Hz - 40KHz
- Max SPL 104dB
- Power Output 55 Watts
- Input Impedance 5.12KΩ Balanced
- Balanced TRS/XLR Combo Jacks
- Height 11.22" / 285 mm
- Width 7.48" / 190 mm
- Depth 9.49" / 241 mm
- Weight 10.69 lb / 4.85 kg



ROKIT 7 G4

7" Near-Field Studio Monitor

- Frequency Response 42Hz - 40KHz
- Max SPL 110 dB
- Power Output 145 Watts
- Input Impedance 5.12KΩ Balanced
- Balanced TRS/XLR Combo Jacks
- Height 13.35" / 339 mm
- Width 8.86" / 225 mm
- Depth 11.19" / 284 mm
- Weight 16.76 lb / 7.6 kg



ROKIT 8 G4

8" Near-Field Studio Monitor

- Frequency Response 36Hz - 40KHz
- Max SPL 111 dB
- Power Output 203 Watts
- Input Impedance 5.12KΩ Balanced
- Balanced TRS/XLR Combo Jacks
- Height 15.75" / 400 mm
- Width 10.47" / 266 mm
- Depth 12.17" / 309 mm
- Weight 22.6 lb / 10.25 kg



Your Creation Environment is the place that needs to be conditioned so that your productions translate well in the real world and on other listening systems. The new ROKIT G4 White Noise monitors with DSP-driven Graphic EQ and 25 settings help your acoustic environment while offering new levels of versatility in a studio monitor. Combined with the KRK Audio Tools App, ROKIT G4 monitors can be acclimated to any environment for ideal mixes.

sound press



TRACKS

Award-winning design with impressive bass and powerful sound.

Designed around an aluminum brace that acts as a rail system for the sliding ear cups. Phone jack cable with one-button controls and microphone.



Soundwise is where the Tracks absolutely triumph. Especially for the non-audiophile crowd, or someone who wants to complement their proper and neutral sounding gear with something more... wild and sexy.

Why? Because these guys are the last word in neutrality or accuracy. The treble is great but does not extend too high. There is a lower treble/upper mid boost that they have to heighten the sense of 'clarity and detail' which for most parts work, crisply so. The mids are present, but not as boisterous as the bass. The bass, dear lord, the bass.

Even compared side by side with the massive Sony MDR (Xtra Bass) XB700 their bass is prominent!!

sound press

The Tracks however, are going all out in delivering bass thumps in reckless abandon. They're like subwoofers tied onto your head. Portable subwoofers.

MmmmmmmMMMmm. Bass does seem muddy from time to time, but they're not flabby and too loose. The overall signature is visceral and fun, without sacrificing too much detail loss from top to bottom. Some headphones have overpowering bass that bullies and overcrowds the rest of the spectrum.

Tracks seem to have the rest of its spectrum based over the bass, and not around it.



Cleo Sol - Why Don't You | A COLORS SHOW

17,885,401 views

London based songstress Cleo Sol delivers an enchanting and dreamlike rendition of stand out single “Why Don’t You”, which is lifted from her debut EP titled Winter Songs.



TMA-2 Studio XE

Professional lightweight studio headphones at only 190g, with highly detailed audio and high isolation for a dynamic creative process. This is a headphone for the dynamic music maker being creative in a dynamic and flexible environment.

Highly detailed audio from the signature bio-diaphragm driver ensures a precise and reliable audio for your creative process. The lightweight design, great comfort and isolation from the soft and closed ear cushions covered in vegan leather results in a perfect fit for the modern day music makers.



sound press



Dept. 10 AMPED 2 -The 100-Watt amp pedal with Multi Effects.

AMPED 2 is a 100 Watt pedal power amplifier with drive pedals in the front end, and an advanced effects processor capable of delivering the tone and feel of a traditional valve amp.

You can use it to power a cabinet, go direct or connect to the front end of a traditional amp, ensuring you can take your sound with you anywhere. Power reduction down to 1W and USB-C connectivity means it's equally at home in the studio or the stage



The 60 Second Story

- 100W 2 channel pedal power amp.
- Performance ready amp with multi effects.
- Unique high-headroom design that automatically matches to the speaker impedance to deliver maximum power and optimum tone with any 8 or 16 Ohm cabinet set-up.
- Response control delivers three distinctly different and authentic power valve responses - EL34, 6L6 and EL84. Each setting delivers the response, dynamics, sag and break-up characteristics of the selected valve power amp.
- Choose from USA, UK and Classic Amp voicings to dial in your perfect tone.
- 3 drive voices – Boost, Drive and Fuzz.
- Effects include Modulation, Delay and Reverb.
- Pro connectivity and integration into your setup using low latency USB audio as an interface for recording, TRS stereo line out and XLR Mono D.I. for live use.
- Effects loop, 2 x 9V DC outputs and MIDI control for easy integration into your pedalboard or rig.
- On board Chromatic Tuner allowing for tuning on the fly during live performances.

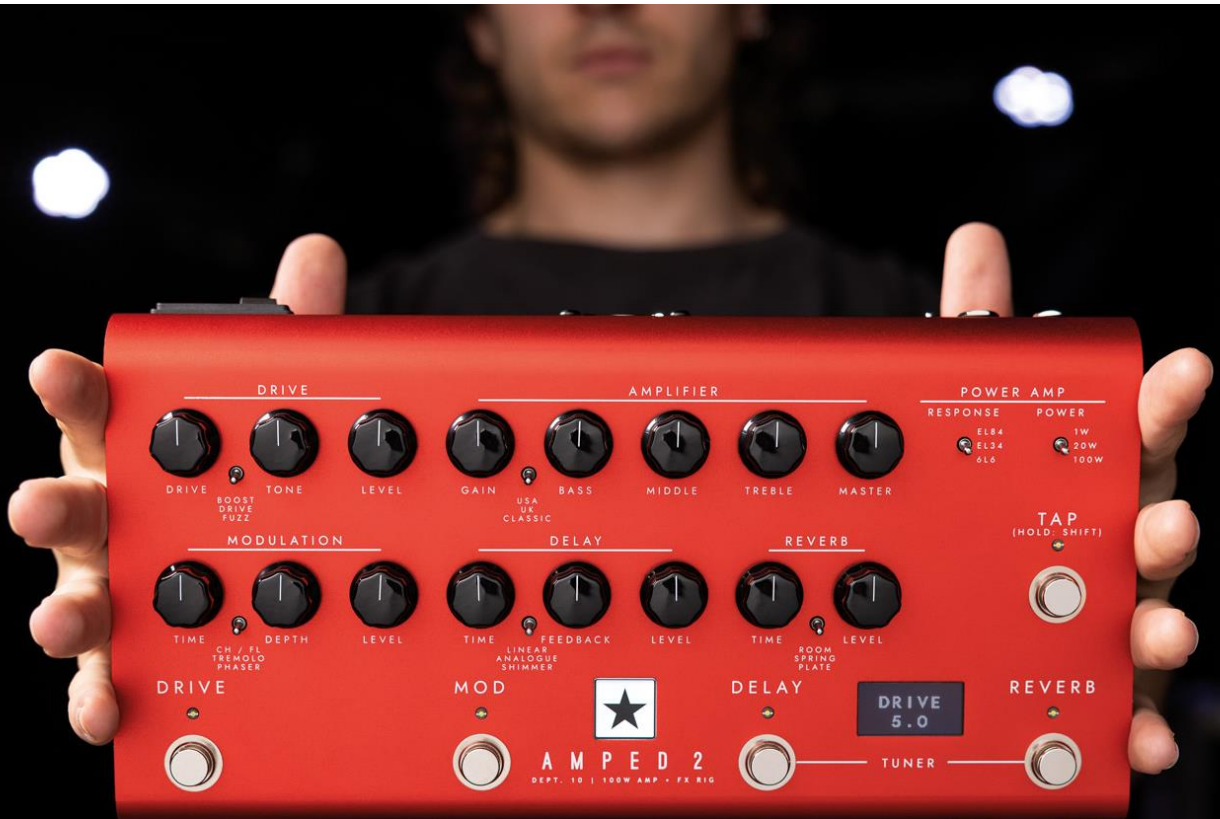


High Headroom Power Amp Design

The power amplifier's unique, high-headroom design does not compromise on output even at 16 Ohms. Get maximum power and optimum tone with any cabinet set-up at 8 or 16 Ohms. Blackstar's patented Response control offers distinctly different and authentic power valve responses and guitar amp dynamics.

Speaker Simulator and Direct Outputs

Fine-tune your cabinet, mic, and room simulations with our CabRig technology and output via XLR or stereo jack. Alternatively, connect via USB for effortlessly simple recording to your DAW without the need for an interface.



Blackstar⁺

AMPLIFICATION

sound press

F-Series Mixing Consoles

Straightforward usability, premium-quality hardware, and easy routing to mix your music.



RCF's next-generation F Series analog mixers build on a rich legacy, providing high-quality sound in five models ranging from 6- to 24-channel inputs. With an aesthetically pleasing interface and rugged connectors, F Series makes it easy to mix your music with minimal technical expertise.

Housed in a rugged metal chassis, each mixer is fully balanced with low noise from input to output, independently controlled compressors* to limit signal peaks and a modern-sounding EQ.

Powerful digital FX and recording options

16 studio-quality effects and multiple AUXes increase the musical power of the F Series. FX returns can route to AUXes for personal monitor mixes, while the buses and the control room panel can simplify complex routings.

Recording your gigs and rehearsals is even easier with an onboard USB audio interface*, ready for 2-track playback or recording with a computer.



USB recording and playback

Achieve pro-quality recordings straight to your computer. No need for external interfaces or multiple connections and levels to check.

Just plug in a USB lead to a PC, or to your iPhone / iPad (2 or later) using Apple's Camera Connection Kit / Lightning to USB Camera Adapter. Select the USB routing and you have CD-quality recording and stereo playback, effortlessly.

The driver-less Class Compliant design allows recording and playback from Windows, MacOs and iOS (through USB adapter) without any additional software.



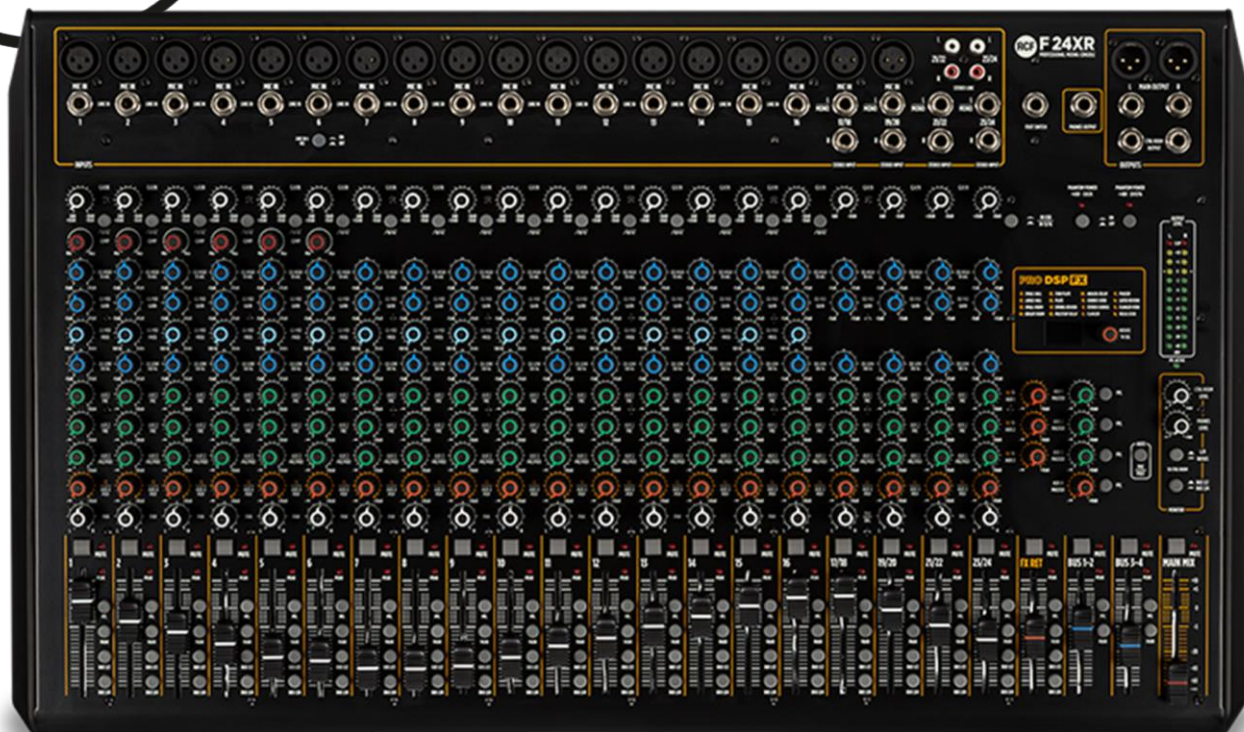
Built to last, the F Series features a durable metal chassis with protective plastic bumpers on each side, making it easy to grab-and-go.





F 24XR

24-channel mixing console with multi-FX & Recording

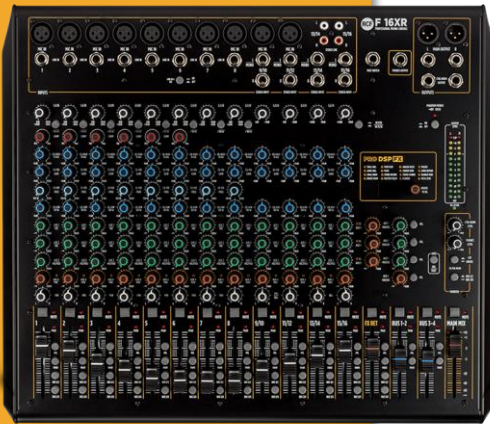


The F 24XR features 18 mic preamp inputs, 16 mono line inputs, 4 stereo line inputs, multi-FX, 6 single control compressors, stereo recording and playback via USB port, balanced main output (Stereo XLR + TRS) .

The mono channels are provided with 3-band EQ, with selectable mid frequency, and 3-band for stereo channels. The mixer features 16 PRO DSP internal presets, two stereo output busses and 4 aux sends (2 pre, 1 pre/post, 1 post). It also features 60mm faders.

FEATURES

- Sturdy Metal Chassis
- PRO DSP FX onboard with 16 presets
- Stereo Recording and Playback via USB ports
- Balanced main output audio path from input to output
- 6 single control compressors
- Mono channels provided with 3-band EQ, with selectable mid frequency
- Robust, compact and attractive design.
- Designed and Engineered in Italy
- Internal Universal Power Supply



F 16XR

16-CHANNEL MIXING CONSOLE WITH MULTI-FX & RECORDING

- 10 Mic preamp inputs, 4 mono line inputs
- 4 Stereo line inputs
- PRO DSP FX onboard with 16 presets
- Stereo recording and playback via USB port



F 12XR

12-CHANNEL MIXING CONSOLE WITH MULTI-FX & RECORDING

- Sturdy Metal Chassis
- PRO DSP FX onboard with 16 presets
- Stereo Recording and Playback via USB port
- Balanced main output audio path from input to output



F 10XR

10-CHANNEL MIXING CONSOLE WITH MULTI-FX & RECORDING

- Sturdy Metal Chassis
- PRO DSP FX onboard with 16 presets
- Stereo Recording and Playback via USB port
- Balanced main output audio path from input to output



F 6X

6 CHANNEL MIXING CONSOLE WITH MULTI-FX

- 2 Mic/Line inputs
- 2 stereo line inputs
- One Aux/FX (post)
- Balanced main output audio path from input to output



RCF Audio Prepares Acinque Ice Arena for the 2026 Winter Olympics

The new structure at the Varese ice rink is preparing for the Milan Cortina 2026 Olympics with new technological systems and the latest generation RCF audio system. The Varese ice rink, expanded and renamed Acinque Ice Arena, includes sports facilities for ice, swimming, fitness, and padel.

The recent redevelopment at the structure has been completed with the best technology available, including new lighting services designed for light shows, a suspended LED cube, and RCF audio systems for both high-power diffusion and an EVAC EN54 system.

On the second floor, a large gymnasium with two multi-purpose training rooms are equipped by COMPACT M08 two-way speakers with wooden cabinets.

The DX 1616 digital matrix processor is the master unit of the system, which manages the routing and processing of all audio signals and distributes them to the RCF QPS 9600, HPS 2500, DMA 162, and DMA 82 power amplifiers.

In the ice arena, a dedicated control room with one F 12XR mixer and two TX 4016 wireless microphones were installed. The DXT 3000 Interlink EVAC system guarantees emergency sound diffusion in all areas of the building.

Different types of loudspeakers were installed, including HD 21EN horn loudspeakers, DU 50EN universal loudspeakers, and PL 68EN recessed ceiling lights, in accordance with the environmental and architectural constraints.



Almost 100 Quattrocanali power Alumni Stadium

Powersoft Quattrocanali amplifier platforms power the 44,500-capacity Alumni Stadium in Chestnut Hill, Massachusetts, home to the Boston College Eagles American football team.



Boston College tasked system designer Idibri with delivering a system that could provide clean, intelligible audio throughout the venue, as well as limiting the amount of residual sound that would spill outside of it.

After considering their options, Idibri decided that the Powersoft amplifier platforms were sure to possess the power, reliability, and efficiency over time to match the variety of speakers used in the design.

Boston College audio engineer Adam Ferguson summarises: "Overall, we are impressed with the service and products Powersoft were able to provide, particularly when you consider the supply chain issues that they managed to overcome for us. They are a great manufacturing partner for this kind of project."



4 Benefits That Come

From Focusing On What
You **LOVE** In Music

The non-musical world often thinks that making and performing music is always fun, easy, and instantly gratifying. But serious musicians know that this is only one part of their story.

Loading your equipment out of a venue you just played after a show that no one attended isn't fulfilling. Pitching your new album to a long list of email contacts and never hearing back isn't fun.

And yet both these examples are things independent musicians have to do to find audiences for their music.

You can think of it as "paying your dues," but the kicker is that some artists never manage to move past the stage of trying to get the world to notice their music, even if their songs are great.

That's a hard truth about pursuing music.

One of the only sure things you'll have in music is your ability to enjoy what you do as a musician, whether it's getting on stage or writing music. But for as important as this connection is in music, we often neglect it by acting in certain ways that we think we need to find success.



Here are four huge benefits you'll find by focusing on what you love most in music:

The ability to create naturally

If you've been working on new music for months and nothing seems to be clicking, it could be because your passion just isn't where it should be. It sounds obvious, but writing in ways that match your unique preferences and interests builds a natural creative practice. But making music in ways that aren't true to ourselves does just the opposite. The classic example is imitating popular music to chase success. When you drop expectations and try to make music that's exciting and unique to you, you'll be able to work freely and naturally.

Resilience

For musical artists dedicated to creating and performing music seriously, resilience is a crucial lifeline for creative survival. It allows you to bounce back from the countless disappointments the music industry can throw at you, from bad reviews to financial hardship to band breakups. I'd argue that the only way to bring resilience into your life as a musician is to ensure you're doing exactly what you love in music. If music creation is an important part of your identity, you'll be able to withstand disappointment better if you're actively writing. The same goes for those who live to perform, record, or produce. Hardship is inevitable in music, but living a creative life built around your passions isn't. It's a choice you'll have to make.

Authenticity

Creating and performing authentically in music comes from a place of being able to connect with joy and purpose. But when we're too focused on creating work we think the world wants us to make or writing out of another artist's creative playbook, we risk compromising and losing it. When you perform and create with the things you uniquely love about music at the center of your actions, you're working authentically and with purpose. The hard part is that it's easy to simply copy and paste another artist's work into your own process without realizing it, especially if you're just starting out in music. It's not always easy to keep focusing on what uniquely drives you in music, but doing so is the only way to preserve your authenticity.

Creative inspiration

How musicians find and use inspiration completely depends on the individual. But it's safe to say that neglecting your musical passions will make it far harder to come by. Life has a way of crowding out what we love about making music even when it appears like we're working the way we want to on the surface. Situations like one creative voice getting lost in the shuffle of a band or an artist prioritizing promotion over music creation can lead to the loss of musical inspiration.

If your musical life isn't where it should be, it's time to make some changes. What we love can't be at the center of our musical lives unless we design it to be. For some musicians, it's as simple as remembering to focus on doing what inspires them the most from week to week.

For others, the path is harder and often requires having tough conversations with bandmates or doing some soul searching. But regardless of your unique situation, you'll thrive in music much more if you focus on doing what you love than if you don't.



THE ARTEMIS SERIES – Active Range

The ARTEMIS Series is an elegant solution for Speech, Music, and distributed sound re-enforced, performing impressively as a full range speakers.

HIGH POWER BI-AMPED ACTIVE SPEAKER

This series of loudspeakers have been designed as high performance, lightweight sound solution.

BOLD HIGH-QUALITY COMPRESSION DRIVER

Compression drivers were chosen for their extended dynamic range to deliver crystal clear sound.

BOLD PROFESSIONAL PERFORMANCE

Equipped with high power woofers which are Punchy and Loud, the full complete range of loudspeakers all deliver high-definition audio and a wide frequency response



ACTIVE PROFESSIONAL PA SPEAKERS

Equipped with High Power Woofers and compression drivers. The speakers deliver high-definition audio with a wide frequency response.

There are 4 models in the range:

- ARTEMIS 8PD
- ARTEIS 10PD
- ARTEMIS 12PD
- ARTEMIS 15PD

350W RMS / 700W Peak Power



ACTIVE BASS REFLEX SUB-WOOFER

An excellent solution for permanent installations and mobile use. The ARTEMIS Models 12SB, 15SB & 18SB, are a top choice for hiring, installation and mobile use. Best of all, they sound great, delivering outstanding bass response which is loud and punchy.

There are 3 models in the range:

- ARTEMIS 12SB
- ARTMEIS 15SB
- ARTEMIS 18SB

800W RMS / 1600W Peak Power



ACTIVE PA MONITORS

The ARTEMIS 10PM is an active 2-way coaxial stage monitor.

The ARTEMIS series of monitors comprise of 3 models (10", 12" and 15") equipped with Class D amplifiers + Class AB amplifiers delivering a combined 250 Watts RMS (for ARTEMIS 10PM) or 350 Watts RMS (for ARTEMIS 12PM and 15PM)



MIDIPLUS

The SPY pedal controller can turn the expression pedal and switch pedal into USB signal.



- SPY pedal controllers USB interface can turn the expression pedal and switch pedal into USB signal.
- The expression pedal interface is compatible with most expression pedals and supports pedal calibration, switch pedal interface can be connected to 2 switch pedals to use up and down change sound.
- The MIDI output & input interface are compatible with all MIDI devices, and the expression pedal can define the assigned CC value.
- With expression pedal input, switch pedal input, MIDI output/input, USB interface and 9V power connector. Rotary encoder with PRESS function and 3 bit 7-segment LED display screen.

KLARKTEKNIK DN200 V2



An active DI like the Klark Teknik DN200 V2 can dramatically enhance your stage and studio setup. The stereo DN200 V2 boasts an ultra-clean active circuitry that's powered by standard 48-volt phantom power from your console – just connect the XLR output to your board, engage each channel's phantom power, and that's all there is to it.

This active circuitry gives the DN200 V2 a high headroom and a wide dynamic range to accurately capture the instrument, laptop, phone, or other balanced stereo source you've got plugged in. This is accomplished by using the side-by-side stereo XLR combo jacks on the front or the convenient 3.5mm stereo TRS jack right next door. With the flip of a couple switches, stereo signals coming into the DN200 V2 can quickly be summed to mono, while mono sources can be split into two destinations.

- 2-Channel Active DI box with high-headroom design and +48 V phantom power for extended dynamic range
- Sum and split options for flexible signal routing
- Fully transformer-isolated design ensures electrical separation between PA and stage equipment
- Balanced line inputs on Neutrik Combo* XLR and high impedance 1/4" TRS connectors
- Stereo input on 1/8" TRS for connection of consumer audio equipment
- Independent phantom powering for each channel for maximum reliability
- Global 20 dB input pad and earth lift switches
- Aluminium extrusion casing with protective rubber corners
- Compact and rugged design

MIDAS

M32R



Digital Console for Live and Studio with 40 Input-Channels, 16 Midas PRO Microphone Preamplifiers and 25 Mix Buses

The M32R is an innovative, evolved design that brings together modern construction principles and high-tech materials into a styling destined to go down as a landmark in console history.

- Live performance and studio recording digital console with up to 40 simultaneous input channels
- 16 award-winning Midas PRO microphone preamplifiers
- 25 time-aligned and phase-coherent mix buses
- AES50 networking allows up to 96 inputs and 96 outputs
- 192 kHz ADC and DAC converters for outstanding audio performance
- Industry-leading design by Bentley* Motors Designer
- High-performance aluminium and high-impact steel structure
- Rack mount brackets included for ultimate flexibility
- 40 bit floating point digital signal processing
- 8 DCA and 6 mute groups
- 8 digital signal processing effects engines
- 17 Midas PRO motorised 100 mm faders
- Daylight viewable 5" full colour TFT display screen
- 32 x 32 channel USB 2.0 audio interface
- DAW remote control emulations of Mackie Control* and HUI* protocols
- Optional wireless remote control with Midas Apps for iPhone* and iPad*
- Auto-ranging universal switch-mode power supply



LINEAR 9

THE SCALABLE LONG THROW LINE >



If you glance through the specs of the new, flagship, active Linear 9 series, you'll quickly realise that these are serious PA speakers! Importantly, the Linear 9 series is a high-power "long-throw" loudspeaker range. If you're looking for a PA system to fill a large venue or outdoor space, then this could be the ticket.

Undoubtedly HK has poured some serious design knowledge into this range. For example, each enclosure in the HK Linear 9 series has on-board DSP processing to complement the integrated class D power amplification.

The on-board DSP gives access to functions such as a: 10 band EQ, variable filters (high pass, low pass) polarity, overall level, limiter, and mute. Furthermore, you can network Linear 9 speakers and access all functions remotely using HK's DSP Control software.

I also like the ability to rotate the 210 LTS' multicell transformer, by 90 degrees. This allows you to install the 210 LTS vertically or horizontally as required.

But the two standout designs in this range are the 210 LTS high/mid cabinet and the 118 SUB BA. The 210 LTS promises pristine audio and great directivity, even at high SPLs.

The 118 SUB BA offers a cardioid response thanks to its bandpass design. If you've ever suffered from noise complaints due to bass spill, then the prospect of a directional subwoofer is very appealing indeed!

If you need a modular, scalable PA system designed for really large spaces, then the new HK Linear 9 deserves a close look. Offering onboard amplification, DSP processing and network control.

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proaudio

Are you mixing with the right company?



Quality Brands Never Go Bankrupt

- Richard Branson -

sound press

This newsletter is designed to inform, supply, and provide information relating to the industry that we find ourselves in. Some of the material that we have used is resourced from websites around the world to help bring perspective and insight to your business' and your lives. Products highlighted and reviewed may or may not be available, if you have any questions relating to the information herein, please contact us.