

proaudio

3rd Edition | March 2024

SOUND PRESS

Are you mixing with the right company?



10 WAYS TO UP
YOUR DJ SKILLS

KASI Standard

**XDJ-700 and DJM-450 Combo
for Seamless Performance**

WAVE-EIGHT

**The Ultimate Portable DJ
Speaker with SonicLink**

Featured Artists

- **APPLE GULE**
- **BEATSBYHAND**
- **SHONA SA**



Join the **AUDIO TECHNICA** **Photo Challenge**

Celebrate **Audio Technica for Everyone** by taking pictures with a **branded shirt and headphones**.

COMPETITION TIME • WIN • COMPETITION TIME

Register on the ProAudio website to start >>



ON TIME • WIN

WIN with Audio Technica

R20,000 in Prizes

Want to take a few photos and

WIN BIG?

Register for the Audio Technica photo challenge:
Like and Follow the Proaudio Facebook,
Instagram & LinkedIn pages to be eligible.



Keep an eye on our website for more info!

Proaudio invites you to participate in the **Audio Technica** Photo Challenge, where you can unleash your photography skills and celebrate the spirit of **Audio Technica** for Everyone!

HOW DOES THE COMPETITION WORK?

It's easy! Register here on the proaudio.co.za website using the form below, and if you are selected, you'll be one of the winners of a set of **Audio Technica** Headphones and T-Shirt! To be eligible for the turntable you'll need to take pictures wearing the branded **Audio Technica** T-Shirt as well as the headphones and share it on social media!

www.proaudio.co.za/audiotechnica4u/ 



10x **ATH-S220BT**
HEADPHONES



1x **AT-LP120XUSB**
TURNTABLE

www.proaudio.co.za

proaudio

WELCOME

to the
MARCH 2024 EDITION
of
proaudio
Sound Press Magazine!

Welcome to the March 2024 edition of Proaudio Sound Press Magazine, where we dive deep into the world of sound engineering, DJ culture, and cutting-edge audio technology.

This month, we're thrilled to present a plethora of exciting features and discussions to elevate your audio game. From immersive DJ workshops and innovative techniques to master your craft to exploring the revolutionary Kasi Standard, we've got you covered.

Learn how to enhance your podcasting and studio recordings, and stay tuned for our groundbreaking partnership with Ferrari, along with the latest from RCF in New York. Discover the game-changing Wave-Eight Portable speaker, along with expert insights on headphones, turntables, studio monitors, guitars, and microphones.

Plus, don't miss out on exclusive interviews with industry luminaries such as APPLE GULE, BEATSBYHAND, and SHONA. And if that wasn't enough, gear up for the start of the highly anticipated Audio Technica Competition.

Get ready to immerse yourself in the world of audio excellence!

HAPPY READING!

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Sound PRESS

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This magazine 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.

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DJ WORKSHOP

Empowering the Next Generation of DJs



PROAUDIO SOUND PRESS MAGAZINE

- *Exclusive event* -

Intimate DJ Workshop Featuring: Trademarc & Pablo Lundall.



On the vibrant Saturday of February 24th,

Proaudio and the DJ And Music Production Institute joined forces to orchestrate a groundbreaking DJ and Artist workshop, igniting the passions of burgeoning talents within the music industry. This collaborative effort saw the convergence of industry luminaries Trademarc and Pablo Lundall, as they graciously imparted their wealth of knowledge and experience to eager up-and-coming DJs.

Trademarc, renowned for his meticulous approach to DJing, unveiled the secrets behind his flawless sets, seamlessly blending genres with the precision of a master craftsman. Utilizing the standard Pioneer DJ club setup in tandem with his meticulously curated Rekordbox library, Trademarc demonstrated how a well-equipped arsenal can transform a DJ's performance from ordinary to extraordinary.

With a keen understanding of the nuances of each genre, Trademarc showcased his ability to navigate diverse musical landscapes effortlessly. From pulsating house beats to soul-stirring techno rhythms, Trademarc's adaptability knows no bounds, as he expertly crafts a sonic journey that captivates audiences and leaves them yearning for more.

Central to Trademarc's success is his meticulous planning and preparation, evident in his meticulously crafted Rekordbox playlists. By curating sets tailored to the specific nuances of each venue and audience, Trademarc ensures a seamless flow of energy throughout his performances, captivating listeners and keeping them on their feet until the early hours of the morning.



Aspiring DJs looked on in awe as Trademarc shared his insights, emphasizing the importance of dedication, discipline, and a deep-seated passion for music. His ability to harness the power of technology while staying true to the timeless art of DJing serves as a testament to his unwavering commitment to excellence.

Pablo Lundall, from Off Centre Management, emerged as a beacon of guidance for aspiring DJs, offering invaluable advice on navigating the intricacies of the music industry. With a focus on practical strategies for approaching clubs, engaging with promoters, and securing management representation, Pablo provided a roadmap for success in an industry renowned for its challenges.

His emphasis on authenticity, persistence, and building genuine connections resonated deeply with attendees, empowering them to pursue their dreams with confidence and determination.



Dubbed the "Intimate DJ Workshop featuring Trademarc and Pablo Lundall," this inaugural event marked the beginning of an exciting series of workshops, with five more sessions on the horizon featuring surprise international artists. Priced at a modest R100, these workshops embody our commitment to fostering inclusivity and accessibility within the DJ community, serving as a testament to the collaborative spirit shared by both Proaudio and the DJ And Music Production Institute.

As we look towards the future, we remain steadfast in our dedication to nurturing the talents of tomorrow, ensuring that every aspiring DJ has the opportunity to thrive and succeed in their musical endeavors. Together, let us continue to elevate the art of DJing and inspire the next generation of music makers.

Set against the backdrop of the stunning new Musical Instruments showroom, the workshop reverberated with the melodic strains of the Power Works Power 12 column array, perfectly complementing the ambiance of the event. Among the enthralled audience members was none other than Toshi, the esteemed vocalist known for her collaborations with the legendary Black Coffee.



AlphaTheta

Pioneer DJ

10 Ways to UP Your DJ Skills

DJing isn't just a hobby or a profession—it's a passion that allows us to connect with music on a profound level, express ourselves creatively, and captivate audiences with our unique sound.

Whether you're a seasoned veteran or just starting out on your DJ journey, there's always room for growth and improvement.

In this guide, we'll explore ten key areas to focus on to take your DJ skills to the next level and enhance your overall experience behind the decks.

From mastering mixing techniques to expanding your music collection and refining your personal brand, these strategies will help you evolve as a DJ and reach new heights in your craft. Let's dive in and discover how you can up your DJ game in 2024 and beyond.

1. Master Mixing in Key

Even without a background in music theory, mastering mixing in key can revolutionize your DJing experience. It opens doors to seamless blends and creative mashups, offering new possibilities for your sets.

2. Dive Deeper into rekordbox

Beyond just organizing your music, rekordbox offers a wealth of features to enhance your DJing experience. Take the time to explore new features like Hot Cues and Playlist Palette to streamline your workflow and elevate your performance.

3. Expand Your Music Collection

Don't limit yourself to familiar genres or artists. Explore new music sources, from online platforms like Beatport and Spotify to physical record shops and Discogs. Broaden your musical horizons to discover hidden gems for your sets.

4. Optimize Your DJ Space Acoustics

Pay attention to the acoustics of your DJ space to enhance your listening experience. Elevate your monitors to ear level, adjust settings for optimal sound, and consider simple room treatments like hanging blankets or curtains to improve acoustics.

5. Establish a Weekly Routine

Design a weekly routine that incorporates essential DJ tasks, from digging for new tunes to practicing mixing techniques. Consistent practice will sharpen your skills and ensure steady improvement throughout the year.

6. Record Showcase-Worthy Mixes

Be prepared to share your talent with others by recording mixes that reflect your style and skill level. Aim for mixes that you're proud to showcase, whether for friends, potential gigs, or personal enjoyment.

With determination and perseverance, the possibilities for your DJing journey are endless. Keep pushing forward, and let your passion for music propel you to new heights. Here's to a year of growth, creativity, and unforgettable DJ sets.

7. Define Your Personal Brand

Take intentional steps to define your DJ persona and brand identity, from your DJ name and social media presence to your mix titles and artwork. Let your unique personality shine through and make a lasting impression.

8. Engage in Self-Promotion

Spread the word about your DJing skills and unique offerings through various self-promotion channels. Whether it's pursuing gigs, sharing mixes with friends, or networking with fellow DJs, make your presence known in the DJ community.

9. Explore Music Production

Expand your creative horizons by exploring music production alongside DJing. With today's accessible production software and online resources, diving into music production is easier than ever and can complement your DJing journey.

10. Embrace Continuous Growth

Above all, approach your DJ journey with a mindset of continuous growth and learning. Stay open to new techniques, technologies, and opportunities, and embrace the journey of evolving as a DJ and music enthusiast.

As you continue your journey as a DJ, remember that growth is a continuous process fueled by passion, dedication, and a willingness to push boundaries. By implementing the strategies outlined in this guide, you'll not only elevate your DJ skills but also cultivate a deeper connection with your craft and the music you love.

Whether you're honing your mixing techniques, exploring new genres, or refining your personal brand, each step you take brings you closer to becoming the best DJ you can be. Embrace the challenges, celebrate the successes, and never stop striving for excellence.

THE **KAS** **STANDARD**

XDJ-700 and DJM-450 Combo for Seamless Performance



FIND OUT MORE



The Perfect Combination

When paired together, the XDJ-700 and DJM-450 create a symbiotic relationship that transcends the sum of their parts. Whether you're performing in a bustling nightclub or a cozy home studio, this formidable combination delivers unmatched functionality, creativity, and reliability.

With intuitive controls, professional-grade features, and seamless integration with rekordbox software, the XDJ-700 and DJM-450 empower DJs to push the boundaries of their creativity and take their performances to new heights.



XDJ-700: Compact DJ Multi Player

The XDJ-700 is a compact yet feature-packed multi player that boasts a large touchscreen and a familiar club layout. Despite its smaller size, it inherits many features from its big brother, the XDJ-1000, making it a versatile tool for DJs of all skill levels.

Key Features:

- **Large Touchscreen:** The 7-inch, full-color LCD touch screen provides instinctive control for ultimate creativity, allowing you to access features effortlessly.
- **Faster Browsing:** With a Qwerty keyboard for keyword search and a rotary dial for browsing, finding the right track has never been easier.
- **Hot Cues:** Trigger Hot Cues and Hot Loops in perfect time, adding layers of creativity to your mixes.
- **Beat Perfect:** Quantize snaps cues and loops to the rekordbox beat grid for a reliable performance every time, ensuring seamless transitions.
- **Slip Mode:** Keep tracks playing muted during live edits like loop, scratch, or reverse, ensuring your mix stays on track.



DJM-450: Professional 2-Channel Mixer

The DJM-450 inherits features and design from the DJM-900NXS2, offering professional-grade mixing capabilities in a compact package. From its Magvel fader to its professional FX, this mixer is designed to elevate your mixing experience.

Key Features:

- **Professional Layout:** Mixing on the DJM-450 feels instinctive, thanks to its layout design inherited from the DJM-900NXS2.
- **Smoother Mixing:** Balance high, mid, and low frequencies on every channel with precision EQ control or use the isolator for total EQ band elimination.
- **Robust Faders:** The Magvel Faders ensure smooth control over long-term use, offering durability and reliability.
- **Professional FX:** Engage 8 different types of Beat FX and 4 studio-quality Sound Colour FX to add depth and creativity to your mixes.
- **Performance Features:** Unlock rekordbox performance features by connecting the unit to your PC/Mac, including low-latency DVS control for intuitive scratching.





AlphaTheta

WAVE-EIGHT





The Ultimate Portable DJ Speaker with SonicLink



TIRED

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MORE



OF BEING CONFINED TO TRADITIONAL PARTY VENUES?

Say hello to the WAVE-EIGHT, the game-changer in portable DJ speakers that brings the party to you, wherever you go.

With its cutting-edge SonicLink technology, this 8" powerhouse speaker redefines the way you connect and groove.

Versatility at Your Fingertips

Equipped with an extendable handle, casters, and grab handles, the WAVE-EIGHT ensures hassle-free transportation to any location. Its pole socket allows for mounting on stands, offering added height for optimal sound projection, making it perfect for indoor and outdoor events alike.

Power-Packed Performance

Powered by a highly efficient Class D amplifier and featuring a newly developed 8-inch driver coupled with a Vortex Bass Accelerator, the WAVE-EIGHT delivers professional-grade sound with unparalleled clarity and punch. Its IPX4 waterproof rating and 8-hour battery life make it the ideal companion for outdoor festivities, ensuring the music never stops, rain or shine.

Seamless Connectivity with SonicLink

Bid farewell to sound delays and tangled cables with SonicLink. This revolutionary ultra-low-latency technology enables cable-free DJing, transmitting audio wirelessly at lightning speed. Simply connect the included transmitter to your DJ gear, and you're ready to rock the party with uninterrupted beats and seamless mixing.

Endless Possibilities

With SonicLink, the WAVE-EIGHT offers endless possibilities for customization and expansion. Easily add more units to your setup to cover larger events or switch between different EQ modes with a single switch to tailor the sound to your preference. Whether you're hosting an intimate gathering or a massive outdoor bash, the WAVE-EIGHT adapts to suit your needs, ensuring an unforgettable party experience every time.

Compact Yet Mighty

Despite its compact dimensions (300 × 554 × 337 mm / 11.8" × 21.8" × 13.3") and lightweight design (12.7 kg / 28.0 lbs.), the WAVE-EIGHT packs a powerful punch, making it the ultimate companion for DJs on the move.

Take Your Party to the Next Level

Experience the freedom of cable-free DJing and elevate your party experience with the WAVE-EIGHT and SonicLink. Whether you're a professional DJ or a casual music enthusiast, the WAVE-EIGHT unlocks a world of possibilities, allowing you to bring the vibe wherever you go. So, grab your WAVE-EIGHT, crank up the volume, and let the music take control.

THE PARTY STARTS NOW!







HDJ-CUE1BT

The Ultimate DJ Headphones for Style and Performance

Take the First Step

Whether you're a seasoned DJ or just starting out, the HDJ-CUE1BT-K headphones empower you to express your style and elevate your sound with confidence. Join the Pioneer DJ revolution and experience the perfect blend of style, affordability, and performance with the HDJ-CUE1BT-K headphones.

FIND OUT
MORE



Designed for aspiring DJs and music enthusiasts alike, these headphones boast a sleek and stylish design, packed with features that ensure an immersive listening experience like no other.

Professional Sound, Affordable Price

Despite being our most affordable pair yet, the HDJ-CUE1BT-K headphones uphold the quality and features synonymous with Pioneer DJ's pro-level headphones range. With specialist sound tuning inherited from the acclaimed HDJ-X5, you can expect rich, dynamic sound reproduction that lets you hear every beat, bassline, and melody with crystal clarity. Whether you're DJing a set or simply enjoying your favorite tracks, the HDJ-CUE1BT-K ensures an unparalleled audio experience.

Wireless Freedom with Bluetooth®

Say goodbye to tangled cables and hello to wireless freedom with built-in Bluetooth® technology. Seamlessly connect your headphones to your device and enjoy music on the move with unparalleled convenience. Need to take a call mid-set? No problem. The built-in microphone enables hands-free phone calls, ensuring you never miss a beat.

Built to Endure

Crafted with durability in mind, the HDJ-CUE1BT-K headphones are built to withstand the rigors of DJing. From rigorous in-house durability tests to extra-strong metal sliders in the headband, every component is designed for maximum reliability and longevity, ensuring your headphones stand the test of time.

Comfortable, Customizable Design

Experience unparalleled comfort during extended listening sessions with ear cups that rotate a full 90 degrees and a flexible, cushioned headband. Customize your look and express your style with interchangeable cables and earpads, available in a range of vibrant colors to suit your individual taste.

Compact and Portable

Designed for life on the go, the HDJ-CUE1BT-K headphones feature a lightweight, folding design that makes them incredibly portable. Whether you're DJing at a gig or listening to music on the move, these headphones are your perfect companion.

Elevate Your Sound

With dynamic 40 mm drivers, a detachable 1.2 m coiled cable, and a frequency range of 5 - 30000 Hz, the HDJ-CUE1BT-K headphones deliver uncompromising performance that elevates your sound to new heights. Whether you're in the DJ booth or on the go, these headphones are your ultimate companion for immersive, high-fidelity listening.

These headphones offer dynamic sound reproduction, durable construction, and Bluetooth functionality, providing the flexibility to DJ wirelessly or via cable. With their customizable design, comfortable fit, and compact, portable build, the HDJ-CUE1BT-K headphones are the ideal choice for DJs at any skill level.



Audio Technica AT 2020

Condenser Microphone



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UPGRADE YOUR PODCASTING & STUDIO RECORDINGS

with the Audio Technica AT2020
Condenser Microphone

At the heart of the AT2020 lies its meticulously engineered cardioid condenser design, which boasts a delicate diaphragm capable of capturing the subtlest vibrations of your voice or instrument. This sophisticated technology ensures that every nuance and detail of your performance is faithfully reproduced, delivering crisp, studio-quality sound that stands out from the crowd.

The cardioid polar pattern of the AT2020 is its secret weapon, offering precise sound capture focused directly in front of the microphone while minimizing unwanted background noise from the sides and rear. This ensures that your recordings are clean, clear, and free from distractions, allowing your talent to shine through with unmatched clarity and definition.

Crafted from over half a century of Japanese audio engineering expertise, the AT2020 is designed to bring professional-level audio capturing within reach of creators of all levels. Whether you're recording voiceovers, podcasts, vocals, or live instruments, the AT2020 is your trusted companion, delivering exceptional sound quality that exceeds expectations without breaking the bank.

Whether you're a seasoned podcaster, a budding musician, or a voiceover artist, finding the right microphone to capture your sound with professional-grade quality can be a game-changer.

The Audio Technica AT2020 Condenser Microphone – an iconic, critically acclaimed tool that has revolutionized affordable, high-quality audio recording for over 15 years.

While the AT2020-USB variant offers plug-and-play convenience for digital recording, the standard AT2020 model features an XLR connector, making it compatible with a wide range of audio devices. This versatility ensures that whether you're recording in a professional studio or a home setup, the AT2020 is always ready to deliver stellar results.

But don't just take our word for it – industry audio professionals rave about the AT2020's performance and build quality. From its impressive sound reproduction to its rugged construction, the AT2020 has earned praise from experts and enthusiasts alike, solidifying its reputation as a cornerstone of studio condenser microphone technology.

The Audio Technica AT2020 Condenser Microphone sets the standard for affordable excellence in audio recording. With its unparalleled clarity, precision engineering, and versatile design, the AT2020 empowers creators to elevate their recordings to new heights, ensuring that every project sounds its best. Whether you're a seasoned pro or just starting your audio journey, the AT2020 is the perfect companion for capturing your creativity with uncompromising quality and reliability.

ATH-S220BT

Experience exceptional sound clarity with Audio-Technica's ATH-S220BT wireless headphones, featuring up to 60 hours' battery life and multipoint connectivity.

Multipoint Pairing

Connect to your smartphone, PC or tablet simultaneously and take the stress away from having to switch between multiple devices.

Built-In Mic and Controls

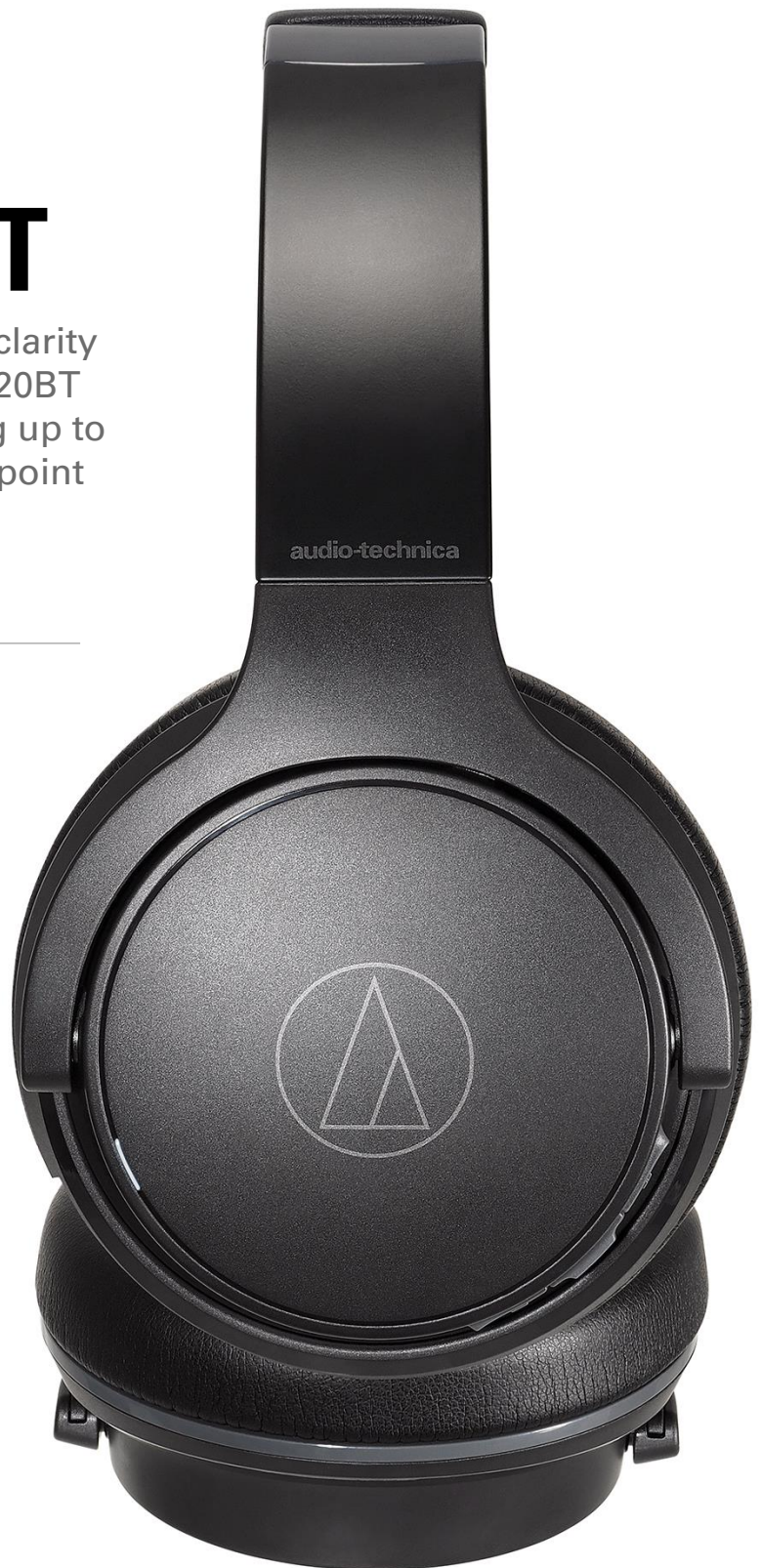
You'll experience exceptionally clear audio thanks to the ATH-S220BT's high-quality built-in microphone.

Wired and Wireless Listening

For a wired audio experience, use the included 1.2m cable. With a built-in microphone and remote, the plug-in option provides the ultimate flexibility for those wishing to experience superior sound whilst conserving battery power.

Immediate Voice Sync on Videos

Whether you're watching TikTok videos on your daily commute or enjoying the latest Netflix series, even the slightest audio lag can impact your experience. With low latency mode* on the Audio-Technica ATH-S220BT, you can enjoy minimal sound delay and crystal-clear audio. *Bluetooth connections may be affected by obstacles and ambient radio wave conditions.



60 Hr Battery

The Audio-Technica ATH-S220BT is an ideal choice for those looking for Bluetooth headphones with a long battery life – making them a reliable travel companion or top selection for settling down to listen to your favorite album or podcast.



Join the
AUDIO TECHNICA
Photo Challenge

Celebrate **Audio Technica for Everyone** by taking pictures with a **branded shirt and headphones.**

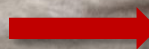


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AT-LP120XUSB

Whether you're a vinyl purist or a digital enthusiast, this versatile turntable promises to lift your listening experience to new heights.

Next Generation

An update of the critically acclaimed AT-LP120-USB, this turntable features a new DC servo direct-drive motor, along with adjustable dynamic anti-skate control and selectable phono preamplifier.

High-Fidelity Home Audio

Whether using with your home stereo system or your computer, the AT-LP120XUSB's professional controls give you the power to shape your high-fidelity listening experience.



Direct-Drive Turntable (Analog & USB)

This update of the AT-LP120-USB turntable features a new DC servo direct-drive motor, along with adjustable dynamic anti-skate control and selectable phono preamplifier. The fully manual turntable plays 33-1/3, 45, and 78 RPM records and is equipped with a USB output that allows direct connection to your computer.

Just download the free Mac- and PC-compatible Audacity recording software (or software of your choice) and start converting your records to digital audio files. But in addition to the USB output, the turntable also comes with a detachable dual RCA output cable and is equipped with a built-in selectable phono preamp so you can connect directly to your home stereo, whether it has a dedicated phono input or not.



Join the
AUDIO TECHNICA
Photo
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Celebrate Audio Technica
for Everyone by taking
pictures with a
branded shirt and
headphones.

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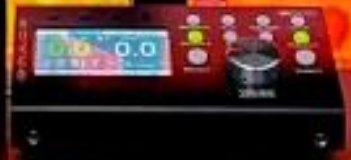


Additional features

A die-cast aluminum platter with felt mat; a start/stop button; selectable high-accuracy quartz-controlled pitch lock and pitch change slider control with $\pm 8\%$ or $\pm 16\%$ adjustment ranges; a stroboscopic platter with speed indicator; a removable plug-type stylus target light; external power supply; and a removable hinged dust cover.

MONITOR PLAY

Studios



Miami's Morplay Studio Drops Beats With **KRK** ROKIT 10-3 and GoAux Mobile Monitors

Audio Engineer and Studio Manager Frank Socorro Uses KRK Monitors for Sound Referencing On-site and On-the-go

Morplay Studios in Miami is making waves in the music industry with its choice of studio monitors. Led by seasoned Audio Engineer and Studio Manager Franklin "Frank" Socorro, whose impressive career spans 25 years, including collaborations with renowned artists like Ricky Martin and Nas, Morplay Studios is raising the bar for sound quality.

In his role, Socorro sought studio monitors that could deliver exceptional sound without compromising on space or portability. After careful consideration, he opted for the KRK ROKIT 10-3 G4 Midfield Three-Way Studio Monitors. These monitors not only offer robust low-end response, eliminating the need for a subwoofer in compact spaces, but also maintain sonic integrity at all volumes, providing reliable sound referencing for the studio's diverse music productions.

Additionally, Socorro utilizes the KRK GoAux Portable Monitors for on-the-go referencing. Impressed by their bass response and accuracy, even in challenging environments like an untreated office with metal walls, Socorro emphasizes the importance of mobility and sound quality in playback applications.

From a usability standpoint, the GoAux monitors stand out for their simplicity and versatility. With easy setup and Bluetooth connectivity, they offer a seamless experience for anyone, regardless of their level of technical expertise.

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sound press | MARCH 2024

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ROKIT 5 G4

5" Powered Near-Field Studio Monitor

Revolutionizing the way modern artists work, the ROKIT 5G4 is packed with features that enhance versatility, clarity, and sonic integrity.

Let's explore what sets this monitor apart:

DSP-driven Graphic EQ:

Experience unprecedented versatility with a DSP-driven Graphic EQ featuring 25 settings. This powerful tool helps condition your acoustic environment, ensuring optimal sound reproduction in any studio setup.

Matching Kevlar® Drivers:

Enjoy consistent sonic integrity across all frequencies, thanks to matching drivers made with Kevlar®. Say goodbye to listening fatigue and hello to unparalleled clarity and sound reproduction.

Scientifically Designed Enclosure:

The newly-designed speaker enclosure with a front-firing port offers exceptional low-end extension, accuracy, and punch. Enjoy flexible room positioning without compromising on sound quality.

Power and Efficiency:

The custom Class D power amplifier delivers powerful, yet efficient performance, driving the speakers evenly and more efficiently. Experience reduced operating temperatures and improved audio integrity for extended listening sessions.

Technical Specifications:

- Frequency Response: 43Hz - 40KHz
- Max SPL: 104dB
- Power Output: 55 Watts
- Input Impedance: 5.12KΩ Balanced
- Connectivity: Balanced TRS/XLR Combo Jacks
- Compact Dimensions: Height 11.22" / Width 7.48" / Depth 9.49"
- Lightweight Design: Weighing only 10.69 lb

Blackstar[★]



CABLES

In the pursuit of musical excellence, every detail matters. From the instrument in your hands to the cables that carry your sound, quality is paramount. That's why Blackstar is proud to introduce our premium instrument and microphone cables, meticulously crafted to elevate your performance to new heights.

1. Unrivaled Quality Construction:

- Our cables feature high-quality braided shielding, offering superior durability and electrical insulation compared to standard spiral shielding.
- PVC jackets provide excellent flexibility, reducing cable tangling and ensuring ease of use.
- Heat-shrink tubes around solder connections provide ultimate protection, guaranteeing longevity and reliability.

2. Modified Internal Construction:

- Unlike bulkier cables with regular high braided shielding coverage, our cables retain softness and flexibility without sacrificing durability.
- The 6.5mm / ¼" outer jacket enhances flexibility and durability, while an added shield ring reduces capacitance and unwanted noise interference.

3. Heavy Duty XLR Connectors:

- Our XLR cables feature premium matte black PVC jackets for extra flexibility and reduced tangling.
- Heavy-duty XLR connectors with gold-plated pins ensure optimal connection and signal integrity, even in demanding environments.

4. Optimum Connection:

- The one-piece construction of our Pro Series instrument cable connectors, made from copper, ensures better signal transfer and longevity compared to other options.
- Copper, a superior conductive material, guarantees uncompromised signal quality for a pristine sound experience.

5. Sustainable Packaging:

- We are committed to sustainability, packaging our cables using fully recyclable materials to reduce our carbon footprint.
- Each cable comes with a free hook and loop cable wrap for easy cable management, minimizing clutter and maximizing convenience.

6. No Compromise Design:

- Just like our amplifiers, our cables undergo rigorous development and road-testing to ensure the highest standards of performance.
- We believe in providing musicians with the best signal path possible, with no compromise in tone or sound quality.



The Perfect Signal Path



Professional Instrument Cable

- Copper tip connectors (Straight to Straight, or Straight to Angled)
- AWG21 99.95% Oxygen Free Copper conductor for reliable, low impedance signal
- 99% Braided copper shielding for optimum signal transfer

Microphone Cable

- 24AWG 99.95% OFC dual-core conductors
- Braided copper and foil shielding for optimum signal transfer
- Premium matte black PVC jacket



Standard Instrument Cable

- Heavy-duty nickel-plated connectors (Straight to Straight, Straight to Angled)
- AWG23 99.95% Oxygen Free copper conductor for reliable, low impedance signal
- 90-95% Braided copper shielding for optimum signal transfer



The New Face Of Bass

Unity Pro Bass are the result of countless hours of technical research and benchmarking against the most iconic historic references. Designed from the ground up by bass players, for bass players they are straight forward and powerful. Blackstar's unique Response control allows the player to choose between the sound and feel of three classic power amp stages, shaping compression, natural drive and dynamics.

Combined with three distinct preamp voicings and a 3-band semi-parametric EQ, Unity produces infinitely flexible bass tone and exceptional feel, whatever your playing style.

Performance optimised, powerful. Unity's deceptively simple controls allow you to quickly and easily mould and create your tone no matter the style.

Choose from 3 unique voices and response controls to uniquely shape the sound in your head.

Push your creativity with built in Chorus, Compression and Octave effects all whilst being the perfect unit for both studio and stage with a balanced XLR, USB connectivity and more.



UNITY
BASS



Unity 30



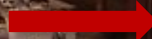
KEY DETAILS

- 30 Watts
- Custom designed 8inch Speaker
- 3 Voices – Classic, Modern, Overdrive
- 3-band EQ with semi-parametric Mid
- Footswitchable Overdrive and Chorus
- Compressor
- Input Gain with clip indication
- Pad Switch for active / passive instruments
- Master Volume
- Link to Unity Bass Series Active Cabinet
- MP3 / Line in
- XLR + ¼inch Line Out / Headphones with independent level control

Other models also available: Unity 120, Unity 60

Any player,
any sound

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Les Paul Modern Figured, Magma Orange Fade

Epiphone continues to redefine excellence in the world of electric guitars with the introduction of the Les Paul Modern Figured, now available in the stunning Magma Orange Fade finish. As part of the Inspired by Gibson Collection, this guitar brings a fresh aesthetic and cutting-edge sound to the iconic Les Paul lineup.

Crafted with precision and attention to detail, the Les Paul Modern Figured features a weight-relief mahogany body adorned with a breathtaking figured top, ensuring both stunning visual appeal and enhanced resonance. This masterpiece is equipped with a host of premium features that elevate its performance to new heights.

At the heart of the Les Paul Modern Figured are the ProBucker pickups, renowned for their rich, dynamic tone. With coil-splitting capabilities, phase switching, and a treble bleed circuit, players have unparalleled control over their sound, allowing for a wide range of tonal possibilities.

Adding to its allure are the Grover Locking Rotomatic tuners with tulip buttons, providing precise tuning stability and ease of use. The Graph Tech nut and ebony fingerboard further enhance playability, offering smooth fretting and exceptional sustain.

TECHNICAL SPECIFICATIONS:

- Body Material: Mahogany with Figured Maple Top
- Finish: Gloss Magma Orange Fade
- Neck: Mahogany, Asymmetrical Slim Taper Profile
- Fingerboard: Ebony with Trapezoid Inlays
- Pickups: ProBucker 2 (Neck) and ProBucker 3 (Bridge) with Coil-splitting
- Controls: 2 Volume, 2 Tone (One with Phase Switch), 3-way Epiphone Toggle
- Bridge: LockTone Tune-O-Matic with Stop Bar Tailpiece

With its striking appearance, versatile sound options, and impeccable craftsmanship, the Epiphone Les Paul Modern Figured stands as a testament to the brand's commitment to excellence. Whether you're a seasoned professional or an aspiring musician, this guitar is sure to inspire creativity and elevate your performance to new heights.





Powersoft S.p.A., a global leader in audio amplification systems, signal processing, and transducer technology, has announced a groundbreaking partnership with Ferrari S.p.A., uniting Italian prowess in acoustic innovation and automotive engineering.

Italian Excellence in Acoustic Innovation and Automotive Engineering

Renowned worldwide for its constant pursuit of advanced technologies and innovative audio systems, Powersoft is celebrated for delivering unparalleled power in compact sizes with minimal power consumption. This synergy aligns seamlessly with Ferrari's relentless pursuit of excellence in automotive performance and design.

Enhancing the Ferrari Audio Experience

The partnership between Powersoft and Ferrari is geared towards developing solutions that elevate the audio experience associated with the Ferrari brand, while simultaneously minimizing energy consumption and optimizing efficiency, reliability, and sound quality.



Powersoft's Technological Advancements

Powersoft's cutting-edge technologies boast significant reductions in heat dissipation, efficient recycling of reactive energy from speakers, and remarkable weight/power ratios, offering unparalleled installation flexibility. These features have been instrumental in laying the groundwork for this collaborative venture.

Environmental Consciousness and Innovation

Powersoft's commitment to reducing environmental impact through technological advancements and eco-friendly manufacturing processes resonates with Ferrari's ambition to achieve carbon neutrality by 2030. This shared dedication underscores the alignment of values between the two iconic Italian brands.

A Milestone in Innovation

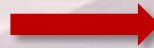
Luca Lastrucci, CEO of Powersoft, expressed enthusiasm for the partnership, highlighting its significance in showcasing Italian expertise and creativity in automotive acoustics. Lastrucci emphasized the shared values of excellence, innovation, and a passion for engineering and technology development.

Ferrari's Vision for Audio Excellence

Ernesto Lasalandra, Ferrari's Chief Research & Development Officer, echoed Lastrucci's sentiment, emphasizing the excitement surrounding the partnership's potential to deliver exceptional audio experiences. Lasalandra emphasized the collaborative efforts to develop cutting-edge solutions and deliver superior sound quality to Ferrari's discerning clientele.

The partnership between Powersoft and Ferrari heralds a new era of automotive audio excellence, where Italian craftsmanship, innovation, and a shared commitment to excellence converge to redefine the driving experience.

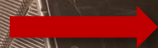
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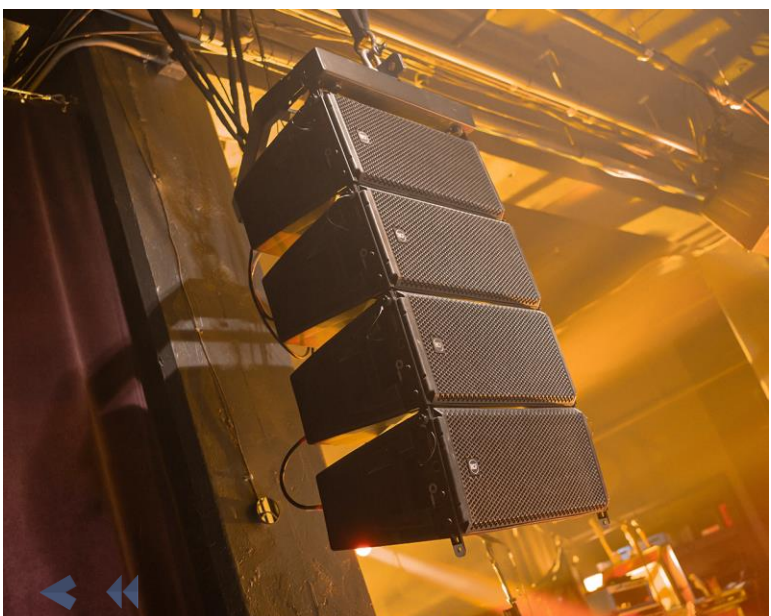
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RCF



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Rochester, New York, has welcomed a vibrant addition to its cultural landscape with the arrival of Essex, a dynamic music venue situated in the heart of the Neighborhood of the Arts District. With its recent lineup featuring acclaimed acts like Joywave and Danielle Ponder, Essex is poised to become a cornerstone of the city's live music scene, filling a void in a district where music venues are scarce.

Dave Drago, talent buyer and co-owner of Essex, emphasizes the venue's mission to attract national touring artists to Rochester. "Our goal is to provide a platform for artists who might otherwise overlook Rochester," Drago explains. Partnering with SCN Hospitality, a respected local restaurant group, Drago and his team aim to create a space where music lovers can enjoy top-tier performances in an inviting atmosphere.

With over two decades of experience in the music industry, Drago brings a wealth of expertise to Essex. From studio ownership to touring management, Drago's multifaceted career has equipped him with a deep understanding of the intricacies of live music production.

Construction of Essex commenced in August 2023, with a dedicated focus on delivering a world-class experience for both artists and audiences. When it came to selecting the venue's audio system, Drago turned to RCF, renowned for its exceptional quality and reliability.

Teaming up with Audio Images from Batavia, New York, Drago opted for RCF's HDL 30-A speakers and SUB 9006 subwoofers to ensure pristine sound quality throughout the venue. Joe Barnes, VP of Operations at Audio Images, praises RCF's comprehensive solution, noting the seamless integration of RCF monitors and front fills into Essex's setup.

The result? A state-of-the-art audio system that has garnered acclaim for its clarity, punch, and immersive sound experience. "After RCF helped tune the system, there's no room in Rochester that sounds better," Barnes affirms.



HDL 30-A
ACTIVE TWO-WAY LINE ARRAY MODULE
2200W Two Way Amplifier



SUB 9006-AS
ACTIVE HIGH POWER SUBWOOFER
7200 Watt Peak power - 3600 Watt RMS



NX 15-SMA
ACTIVE COAXIAL STAGE MONITOR
1400 Watt Peak, 700 Watt RMS digital
bi-amplification

As Essex takes its place among Rochester's cultural landmarks, it stands as a testament to the power of collaboration, innovation, and a shared passion for music. With its commitment to excellence and dedication to showcasing top talent, Essex is poised to captivate audiences and enrich the city's cultural fabric for years to come.

Sonance Delivers Unparalleled Audio Experience at *Katara Towers*



ABOUT KATARA TOWERS

The Iconic Towers of Lusail are an architectural translation of Qatar's national seal, representing the traditional scimitar swords. Two hotels, a 5-star & luxury 6-star hotel, opened in 2022 with a total area of 300,000 m².

The project was completed in time for the World Cup to be hosted in the country, following ten years of construction. The venue has quickly become a true landmark in the gulf region.

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SONANCE

BEYOND SOUND

A LANDMARK IN LUXURY: Katara Towers

The Katara Towers, an architectural marvel in Qatar's Lusail district, stand as a testament to luxury and innovation. Symbolizing the nation's heritage with their design inspired by traditional scimitar swords, these iconic towers house two premier hotels—a 5-star and a luxury 6-star establishment. Completed in 2022 just in time for the World Cup, the Katara Towers have swiftly become a defining landmark in the Gulf region, captivating visitors with their grandeur and elegance.

MEETING EXACTING STANDARDS: Requirements and Challenges

The objective for the Katara Towers project was clear: to achieve balanced and even audio coverage throughout the expansive outdoor spaces, seamlessly integrating with the lush landscape and luxurious amenities. However, the challenge lay in catering to the discerning clientele who demand nothing short of perfection. The audio solution needed to deliver unparalleled sound quality while blending seamlessly into the surroundings, enduring the harsh environmental conditions of the region without compromise.

A PARTNERSHIP OF EXCELLENCE: Sonance and ProConAV

Enter Sonance, renowned for its commitment to both sonic excellence and aesthetic sophistication. Partnering with ProConAV, the team embarked on a mission to exceed client expectations by marrying cutting-edge audio performance with impeccable design. John Dodson of ProConAV lauds Sonance's unique approach, emphasizing their emphasis on both sonic quality and visual appeal—a combination that perfectly aligns with the Katara Towers' vision.





THE SOLUTION:
Sonance Audio Integration

Deploying a total of 98 Omni 6T speakers and 119 LS6T landscape speakers, the project achieved comprehensive coverage throughout the outdoor spaces of Katara Towers. Leveraging Sonance's laminated core transformer technology via 100V transmission, the system delivered hi-fidelity audio that elevated the ambiance while seamlessly integrating with the surroundings.

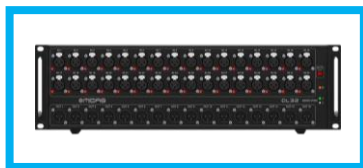
RESULT:
A Harmonious Fusion of Audio and Aesthetics

Professional audio integration goes beyond mere sound—it's a design element that enhances the environment without detracting from its visual appeal. Sonance's architectural speakers have mastered this delicate balance, seamlessly blending into the surroundings while delivering breathtaking audio fidelity. The Katara Towers project stands as a testament to Sonance's commitment to excellence, offering an audio experience that transcends expectations and elevates the senses.

PRODUCT HIGHLIGHT:
Sonance Omni-6T and Landscape Series

Sonance commercial loudspeakers, including the Omni-6T and Landscape Series, are trusted by establishments worldwide for their unparalleled performance and reliability. With features such as full-fidelity transformers, flexible mounting options, and IP66 ratings, Sonance speakers deliver exceptional audio quality in any environment, making them the preferred choice for luxury venues like Katara Towers.

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MIDAS

DL32 - 32 Input, 16 Output Stage Box with 32 Midas Microphone Preamplifiers, ULTRANET and ADAT Interfaces.

When it comes to delivering impeccable sound quality and unparalleled versatility, the MIDAS DL32 stands in a league of its own. This 32-input, 16-output stage box is a game-changer for audio professionals, offering a host of innovative features that ensure flawless performance in any live sound environment.

Unmatched Preamplication

At the heart of the MIDAS DL32 are 32 award-winning Midas PRO microphone preamplifiers, renowned for their pristine audio clarity and reliability. With switchable 48V phantom power, these preamps provide the perfect foundation for capturing every nuance of your sound.



Comprehensive Connectivity

Equipped with 16 electronically balanced low impedance line level outputs, the DL32 offers seamless integration with a wide range of audio equipment. Its ULTRANET connectivity allows for effortless personal monitoring applications, making it ideal for in-ear monitoring setups.

Versatile Digital Interface

The DL32 boasts dual ADAT outputs, enabling use in splitter mode and stand-alone digital multicore applications. Additionally, two AES-3 ports (AES/EBU) facilitate direct connections with PA system controllers, ensuring seamless digital signal transmission.

Effortless Remote Operation

With remote operation capabilities of up to 100 meters via CAT5/5e cable, the DL32 offers unparalleled convenience for audio engineers. MIDI In/Out functionality further enhances communication between FOH consoles and on-stage MIDI devices, streamlining workflow and enhancing control.

Robust Construction, Portable Design

Housed in a rugged 3U rackmount chassis, the MIDAS DL32 is built to withstand the rigors of live performance environments. Its auto-ranging universal switch-mode power supply ensures reliable operation worldwide, while the Mute-All-Inputs function allows for discreet patching on stage.

Whether you're a seasoned audio professional or a touring musician, the MIDAS DL32 redefines the standards of audio excellence. With its unmatched preamplification, comprehensive connectivity options, and robust construction, the DL32 empowers you to unleash your creativity and deliver unforgettable performances, night after night.



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Powerful Bass Performance

The LINEAR SUB 1800 A is an 18" bass reflex subwoofer with plenty of low end.



When it comes to delivering thunderous bass and unparalleled low-end depth, the HK Audio LINEAR SUB 1800A stands out as a formidable force in the world of live sound reinforcement. This 18" bass reflex subwoofer is engineered to deliver unbridled power and high sound pressure, making it the perfect complement to any professional audio setup.

Unmatched Power and Depth

With a maximum sound pressure level of up to 132 dB and a frequency response extending all the way down to 38 Hz, the LINEAR SUB 1800A ensures that every beat is felt with absolute precision and clarity. Whether you're pumping up the dance floor or enhancing the impact of live performances, this subwoofer delivers the thumping bass that leaves audiences in awe.

Versatile Integration

Designed as the ideal add-on for HK Audio's LINEAR 3 mid/high units, the LINEAR SUB 1800A seamlessly integrates to provide additional depth and loudness when needed. It can also be paired with LINEAR 5 mid/high units or used as a bass extension to the ELEMENTS BIG BASE system, offering unparalleled flexibility in configuration.

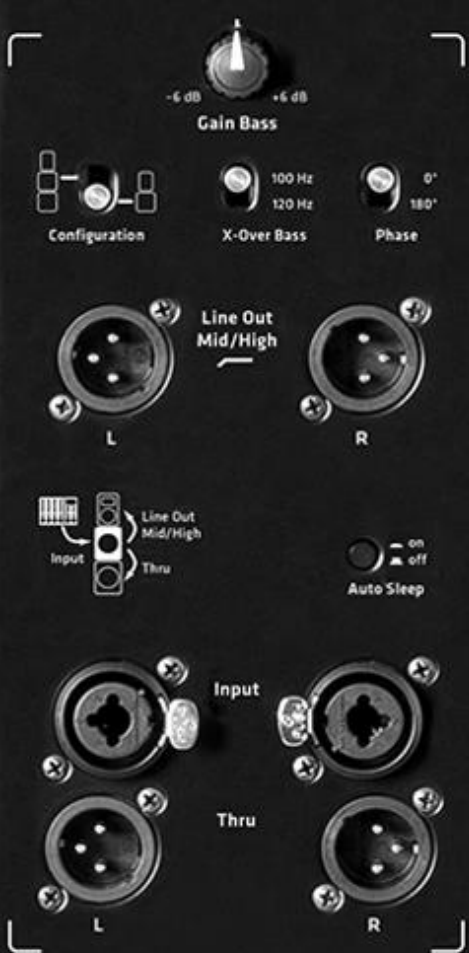
Robust Construction, Reliable Performance

Built to withstand the rigors of live performance environments, the LINEAR SUB 1800A features a rugged 16 mm MDF housing and two MultiGrip carrying handles for easy transport. The subwoofer's black acrylic enamel finish and 2 mm metal grille ensure durability and protection against the elements, while its compact dimensions make it ideal for both portable setups and permanent installations.

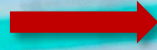
Advanced Features for Enhanced Performance

Equipped with a Class D power amplifier delivering 1200 W of peak power, the LINEAR SUB 1800A boasts a range of active protection circuits including undervoltage protection, thermoprotection, and short-circuit protection. Its active crossover frequency is variable with 24 dB/octave, allowing for precise control over the audio output.

Whether you're a touring musician, live sound engineer, or venue owner, the HK Audio LINEAR SUB 1800A redefines the standards of bass performance. With its unmatched power, depth, and versatility, this subwoofer delivers a truly immersive audio experience that captivates audiences and elevates every performance to new heights.



FIND OUT
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YOUR ULTIMATE Recording Companion

When it comes to home studio recording or podcasting, having the right microphone can make all the difference.

Introducing the PowerWorks SC-200USB, a versatile and high-quality USB microphone designed to elevate your recordings to professional standards with ease.

Professional Studio Quality at Your Fingertips

The PowerWorks SC-200USB boasts a large diaphragm condenser capsule, similar to those found in top studio recording microphones. This ensures exceptional clarity and warmth in your recordings, whether you're laying down vocals, capturing acoustic instruments, or hosting a podcast.

Seamless Connectivity and Control

With its built-in A/D converter, the SC-200USB offers plug-and-play functionality, allowing for hassle-free setup with any PC or MAC computer. Simply plug in the USB cable, and you're ready to start recording. The microphone also features a 3.5mm headphone output, allowing you to monitor your recordings in real-time and adjust playback volume with ease.

Versatility for Every Need

Whether you're a vocalist, podcaster, field recorder, or conference call participant, the SC-200USB has you covered. Its cardioid polar pattern ensures focused audio capture, while the frequency range of 30Hz to 18kHz delivers crisp and detailed sound reproduction across various applications.

Intuitive Controls for Precision

The SC-200USB features convenient controls for mic gain and headphone volume, giving you complete command over your recording environment. Additionally, the microphone comes with a mute switch for added flexibility during recording sessions.

Built to Last

Crafted with a rugged metal die-cast body, the SC-200USB is built to withstand the rigors of daily use. Its custom desktop stand allows for adjustable positioning, while the threaded mic stand mount offers compatibility with standard microphone stands.

Whether you're a seasoned audio professional or a novice enthusiast, the PowerWorks SC-200USB is your ultimate recording companion.



SC-200USB



With its professional-grade performance, intuitive controls, and versatile applications, this USB microphone sets the standard for home studio recording and podcasting.



ASHDOWN ENGINEERING

tone pocket – BLUETOOTH

The Ashdown Engineering Tone Pocket stands tall despite its compact size. Now, with the integration of Bluetooth wireless audio input, this powerhouse device redefines versatility, offering a seamless blend of premium sound quality and convenience for bass enthusiasts everywhere.



FIND OUT
MORE



Precision Tone Control

The Tone Pocket puts precise tone sculpting at your fingertips with its comprehensive 3-band EQ. With the ability to adjust +/- 15dB on each band, you have unparalleled control over your sound. Shape your tone exactly the way you envision it, whether you're practicing at home or performing on stage.

Seamless Connectivity

Equipped with a dedicated line input, the Tone Pocket ensures easy connection to your smartphone or music player. Your favorite tracks are always within reach, allowing you to jam along effortlessly and explore new musical horizons.

Effortless Recording

Analog to Digital conversion becomes effortless with the mini USB 2.0 output. This feature enables direct recording into your preferred Digital Audio Workstation (DAW) with zero latency. With a 48K/44.1KHz sampling rate for both playback and recording, the Tone Pocket delivers crystal-clear audio quality, making it an invaluable tool for recording sessions.

Stage-Ready Performance

The Tone Pocket isn't just for practice sessions – it's also stage-ready. Its balanced line out provides the capability to connect directly to a PA system, ensuring that your bass tones are heard loud and clear during live performances.

Uninterrupted Play

With a 9V rechargeable battery, the Tone Pocket offers up to 2 hours of playing time between charges. Say goodbye to power constraints during your jam sessions or gigs, and immerse yourself fully in your music without interruptions.

AERO MANYELO

PIONEERING THE AFRO-HOUSE MOVEMENT

In the enthralling fusion of Afro, electro, and tech beats, the name Aero Manyelo emerges as the maestro orchestrating the dancefloor symphony. Hailing from Zebediela, Limpopo, South Africa, and nurtured in Johannesburg's Ivory Park township, Manyelo's journey into the captivating world of music commenced by tidying up his father's jazz collection.

Little did he know that this humble start would thrust him onto international stages, earning accolades from luminaries like Dixon, Damian Lazarus, Black Coffee, and M.A.N.D.Y.

Manyelo's sonic wizardry took flight with his hit track "Mexican Girl," catching the ear of South African music heavyweight Oskido, who featured it on one of his best-selling compilations. Aero's roots in production trace back to his early days with a computer, evolving through self-taught breaks and beats before refining his craft at the Soul Candi Music Institute.

The Afro-house trailblazer has left an indelible mark on the scene, not only through his solo ventures but also as the visionary head honcho of Herbal 3 Records. Under Manyelo's leadership, Herbal 3 Records emerged as a beacon in the African dance culture, reviving the vibe and nurturing local talents.

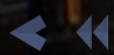
The record label's journey saw collaborations with industry giants, including Idris Elba, for the soundtrack of "Long Walk To Freedom." Manyelo's ventures expanded further with the formation of Batuk Collective alongside Spoek Mathambo and Carla Fonseca. After numerous tours and projects, he returns to solo work, collaborating with the likes of Dj Boulaone and forming Manyelo Dafro with SA dance producer Dafro.

As of October 2023, Manyelo has signed with OFF Centre Agency, marking a new chapter in his illustrious career. His third studio album is in the making, featuring hit singles like "Towers," "Quietly Become," and "Kunitamale," showcasing his evolving mastery of the Afro-house sound.



Reach **AREO** here:

PLATOON





DUNE

YOUNG GUNS

The Focus on rising talent in South Africa - DUNE

In the South African electronic music scene, DUNE emerges as a 19-year-old wonder boy, a testament to talent and resilience. His story begins with humble roots and the guiding influence of his father, a contributor and friend in the early 2000s music scene.

Introduced to vinyl at eight, DUNE's fascination with sound and melody blossomed under his father's influence. His musical journey took an unconventional path, shaped by sacrifice and family travels across the country, forging a forward-thinking spirit that sets him apart.

At 19, DUNE has graced events like EL Momento, Truth, Plug- City and Living Room, carving his niche with his own events at Gray Bar in Modderfontein. This showcases not just his DJ skills but also his entrepreneurial spirit, treating his ventures as both art and business.

DUNE's playlist transcends genres, influenced by a global symphony from Rocksted to Stimming. Behind the decks in Johannesburg, he orchestrates musical magic, reflecting a passion for all kinds of music.

His dream is audacious - to perform at global festivals like Tomorrowland, Ultra, and Boom, sharing the stage with his role models. DUNE's story is a testament to passion, resilience, and an unyielding dream shared by so many young South Africans today, many that look at South African exports and dream of a better life for themselves and their loved ones.

As the electronic music landscape evolves, DUNE stands as a talent to watch in the South African industry.

Reach **DUNE** here:





An Interview With..

Proaudio Sound Press: You were called to Soul Candi back in the day for your music. Can you tell us about that experience and how it influenced your career in the music industry?

Apple Gule: Hey, yeah, Soul Candi was a brief but very important path in my music journey. I was young and naive. It was my first time in a professional setting as well. I learned a lot about how the industry worked and, to be fair, made some good contacts there as well. Invaluable to my journey.

Proaudio Sound Press: You've recently been making waves with your own record label. What inspired you to start your own label, and what can we expect from it in terms of releases and signings?

Apple Gule: So, that was purely a business decision haha. I mean, I put everything through my business so that at least me, as an individual, am not liable. When I say that, it's important to keep Apple Gule the artist & Apehele Gule the individual separate. So yeah, invoicing, licenses, etc., go through there. This year is looking great; we have a release going through Brazil with a friend 'JØRD,' and we are planning a lot more releases in the European space. I think that's where I get a listenership. Signings aren't on the cards for now. This is a goal for 2025, though, when I may have put 'ITS GULE' in a better setting overseas.

Proaudio Sound Press: Singing the national anthem at stadiums must be an incredible experience. How does it feel to represent your country in such a significant way, and do you have any memorable moments from those performances?



Apple Gule: I mean, that's actually quite an interesting one. Andrew Cross from Soul Candi actually watched a game where I performed the anthem and was impressed. So when I had set up a meeting at Soul Candi, he told me about it, and it actually helped a lot in the signing process.

Proaudio Sound Press: As someone who navigates various genres, how do you find the house music scene in South Africa compared to other genres you've explored? What draws you to house music, and how do you infuse your own style into it?

Apple Gule: That's interesting. I think some things just call you, and you can't run away from them. I just really understand the music, and in turn, I am able to write on it much easier. I explore and push boundaries, but to date, I have found my most success there, and with that, it's kept me working mainly in that space.

Proaudio Sound Press:

Your collaborations with Kyle Watson have been well-received. Can you share some insights into your creative process when working together, and what do you think makes your collaborations stand out?

Apple Gule:

Yeah, those are just one of those synergies that just make sense. I don't know what it is, really, but I think when he sends me something or when we work, he knows that I can offer that certain thing and kill it. Both of the songs he and I have done have both been very meaningful and deep, and I am really good at writing in that space.

So when we are feeling meaningful and deep again - I am sure he's gonna call me haha. Don't get it twisted; he's a perfectionist, so am I, so we get into it, and we do put a lot of effort into it, and I guess it shows by the impact it's had on people.

Proaudio Sound Press:

You've performed at Ultra Music Festival. What was that experience like, and how does performing at such a massive event compare to playing at other festivals?

Apple Gule:

Yeah, as a solo act, that's definitely the biggest performance I've had to date. It's weird though because I collaborate with a lot of artists in the dance scene. I am actually able to fit into that space and perform a full set. Not many vocalists can say that in this musical space. I don't think any singer & any Ultra has had their own set. Maybe they feature on a certain act's set, but not their own one, and I'm proud of that.

Proaudio Sound Press:

Looking back on your career, what has been your best performance to date and why?

Apple Gule:

That's a good question. There have been so many different ones and different types. Intimate, massive crowd, medium crowd, but at the end of the day, it's about the energy. So to be fair, one that gave me some of the best energy was a private event for CAMP Discovery at Dinokeng Game Reserve & probably It's Personal festival. Oh, and Oppi Koppi - that was wild.

Proaudio Sound Press:

With your sights set on the international market, is there anyone in particular from the global music scene that you'd love to collaborate with?

Apple Gule:

Like I said earlier, I'm very lucky that I've been approached by some epic people already in my career. Working with Rudimental would be an ultimate dream. I've loved them from the beginning. Plus I mean Disclosure, that would be epic. One person who I never thought I would as well & when I got the shout I was kinda geeked out was JØRD & now we have a song coming out March 8th.

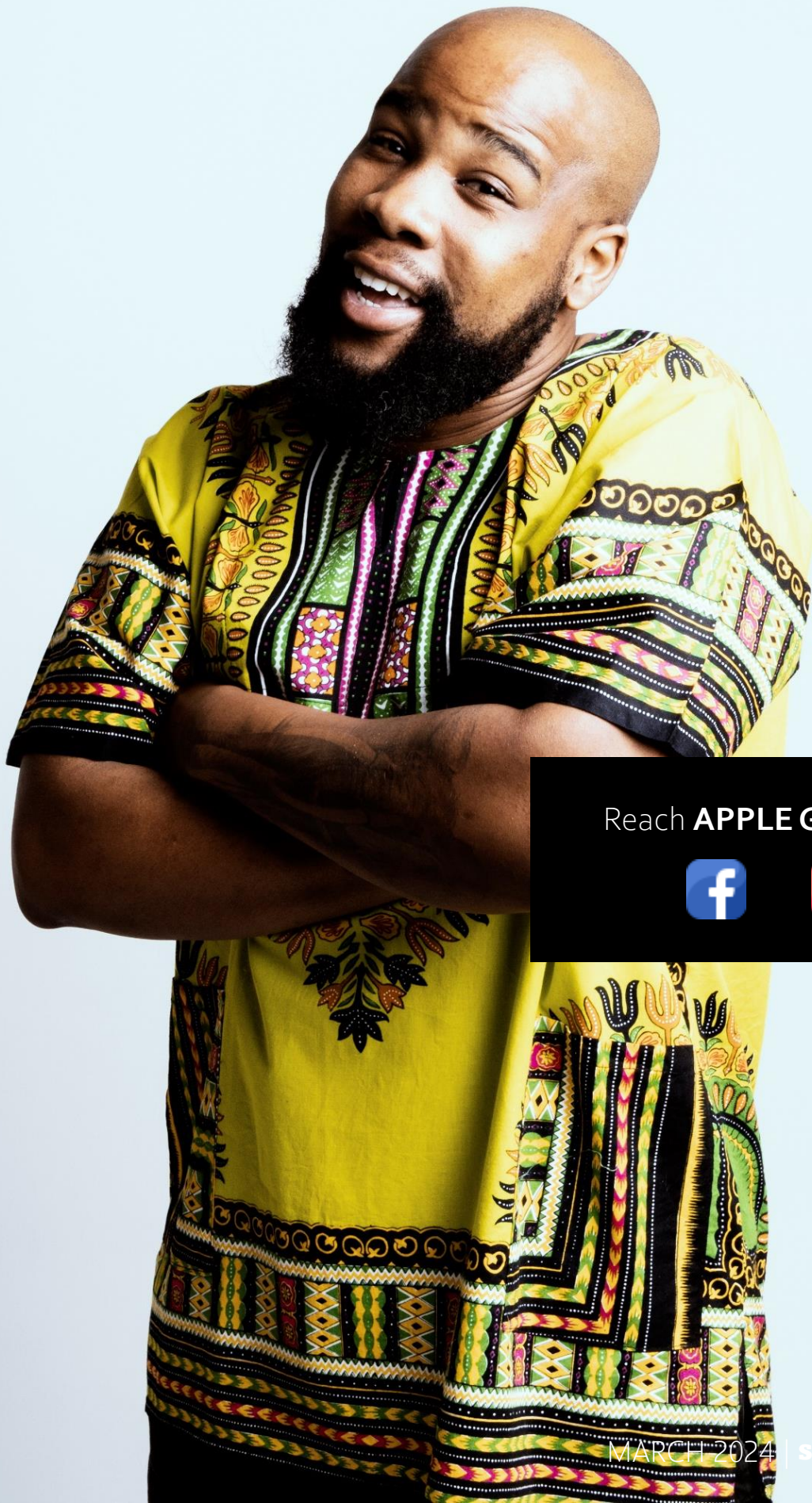
Proaudio Sound Press:

What are your plans and goals for 2024? Can we expect any new projects, collaborations, or performances from you in the near future?

Apple Gule:

I plan to release some collabs for sure. Once those take off, I want to defo release a mini EP. Performance-wise. I have my sites set on Brazil for sure & on Europe.





Reach **APPLE GULE** here:





An Interview With..

BEATSBYHAND**Proaudio Sound Press:**

Your transition from Hein Bosman to Beatsbyhand is quite intriguing. Can you share more about the inspiration behind this alter-ego and how it differs from your previous persona as Advent?

Beatsbyhand:

Around 2017/2018, I was living in PE. As Advent, I was creating my own style of South African "bass-house" music, which was very popular, garnered some recognition, playing gigs all over South Africa and Mozambique. I then got inspired to create mid-tempo, R&B-infused, bouncy house music, which was a big part of the culture in P.E. Guys like Jayem, Sean Munnick, etc., were pushing that sound. It resonated with me. I was always a geek, sitting at home making music, never really went out, so my inspiration used to come from the internet. With the help of my girlfriend (now fiancée), who, opposite to me, used to attend events all the time, helped by directing me. It started off with her giving me ideas of tracks to make bootlegs of. Bruno Mars, Destiny's Child, Nelly Furtado, etc., all the R&B classics, turning them into mid-tempo house songs with bouncy synth chords and basslines.

To this day, that could be the most fun I've had producing music. She would be in the room next-door hearing the tracks come to life and we'd get so excited about what was happening. It felt effortless. The first one I released was "Just The Way You Are" by Bruno Mars. Just posted it on Soundcloud and it went viral. From there my music has evolved into more sophisticated arrangements and sound design. Moving away from the bootlegs and creating originals in my style of South African deep-house.

Proaudio Sound Press:

You spent seven years playing multiple instruments in a church band. How has that experience influenced your approach to music production and your understanding of music's different components?

Beatsbyhand:

It taught me how to play with other musicians and other instruments. I learned basic music theory, chords, scales, keys, how to improvise with the band, and also performing in front of people. It was extremely nerve-wracking the first time. You learn what "works" and what people enjoy by seeing their response to the music. Our worship leader Petrus Meyer was and is a phenomenal musician and guided me. I played various instruments in the band (guitar, drums, and bass), which would later turn very useful when I started producing music to understand each different component in the music.

Proaudio Sound Press:

"King Of My Castle" seems to be making waves on dancefloors across South Africa. Can you give us some insights into how the track is being received and what inspired its creation?

Beatsbyhand:

After the success of "Gypsy Woman," label owner Kid Fonque suggested I do the same with "King Of My Castle." The moment I read his message I knew it would work. I used to listen to that song as a kid on the radio all the time. Again Kali Mija did an excellent job with recording the vocals. The first time I tested it at We House Sundays in CPT the crowd lit up. It's pushing to 400k streams on Spotify now, very good response.

Proaudio Sound Press:

Your track "Gypsy Woman" has become a massive hit all over South Africa. How has the success of this track shaped your career and impacted your gigs?

Beatsbyhand:

A spark of inspiration one day in the studio, I re-wrote the chords of "Gypsy Woman" and was running it through a synthesizer and having a blast. I would loop it endlessly, turning knobs and adding FX to change the sound, just having a fun moment by myself.

Later I turned it into a fully-fledged instrumental which I would play out at gigs. When Kid Fonque heard it, it was his idea to get someone to re-record the vocals and release it as a cover. That's when he got Kali on the vocals and as always did amazing.

The track got a great response from everyone, and got brought back to life multiple times with Atmos Blaq's remix that got played by giants Keinemusik, and also a viral stint on Instagram where big influencers organically started using the song in their videos. I think that track put me on the map in the deep-house scene especially in JHB because of its universal appeal.

Proaudio Sound Press:

With 2.8 million streams on Spotify, how has this level of recognition impacted your career as Beatsbyhand? Have you noticed any significant changes or opportunities arising from this milestone?

Beatsbyhand:

I've since signed with Sony Music SA and Sony Publishing and been receiving a lot of recognition which is great. I'm grateful.

Proaudio Sound Press:

Can you tell us more about your creative process when producing Bass-House music? How do you approach crafting sounds and rhythms that resonate with audiences and get them moving on the dancefloor?

Beatsbyhand:

From a technical perspective, with bass-house I produce in BPMs around 122-126, using saw waves for leads and basslines for its power. Although these days that side of me evolved into something that more resembles techno, afro-tech, and melodic techno. For Beatsbyhand, BPMs are usually from 115-120 and I use more square waves for basslines, for its bounce and character, and sine waves for chords/pads for its smoother texture.

And of course pianos for soulful chords. The creative process usually starts by wanting to create something cool. It could start with anything from a drum loop, a sound, a vocal, a chord progression. Anything that sparks an interest or energy within me. It comes and goes, being creative. I usually go through phases where I create all the time or not at all. For example, in January I produced about 15 tracks or ideas. In February maybe 1 or 2. It consumes me then it leaves for a while.

Proaudio Sound Press:

What are your goals and aspirations for Beatsbyhand in the coming years? Are there any upcoming projects or collaborations that you're particularly excited about?

Beatsbyhand:

"The man who enjoys walking will walk further than the man who enjoys the destination" is my motto. One vision I have is to provide something that people consider valuable, so much so, that they will fill up a venue if they know I'll be there.



Reach **BEATSBYHAND** here:





An Interview With..

SHONA

Proaudio Sound Press:

Who is Shona SA, what's your age, and when did you start making beats?

Shona SA:

Shona SA, real name Tichaona Ponde, is a 38-year-old Zimbabwean-born producer, DJ, and songwriter. My name is inherited from my tribe, "The Shona people." I started making beats from an early age in high school (1999-2003) through beatboxing and composing music for my friends at the time until I had my first studio session and discovered my passion for electronic beat making.

I've never looked back since then. Ever since I owned my first laptop, I've been self-taught and determined to learn the craft, which came naturally to me. It was in 2011 that I took music production into full swing and started making music professionally, perfecting my craft.

Proaudio Sound Press:

Domboshaba is a duo featuring DJ Fresh. Can you share with us how the collaboration came about and what fans can expect from your latest track, "Cheke"?

Shona SA:

Domboshaba officially came about in 2022. The idea had been lingering on between myself and Fresh for a few years. I met DJ Fresh through a mutual friend, also a big brother and mentor to me (Mark Stent).

Myself and Fresh officially met in 2018 at a gig for Toyota in Randburg, and when Mark introduced us, the rest was history. We've built a brotherhood, work ethic, and bond so strong since we have practically become family.

We have been making music together before Domboshaba since 2019 with releases like "Icarus EP," "Filthy Moog," "Mukuru," and tons of remixes. Of all these releases, the music chemistry was undeniable. Tracks like Mukuru, Icarus 7, and Lose You received a lot of support. This was the birth of the idea.

Our latest track "Cheke" is basically a movement. It resembles happiness and well-being to us, so it's a feel-good and positive song celebrating life. You can also expect a lot of remixes from some big names and talented upcoming producers coming on the 1st of March.

Proaudio Sound Press:

You recently performed on OH SHIP. How was that experience, and did you encounter any challenges like seasickness?

Shona SA:

Unfortunately, I haven't performed on the Oh Ship as yet, but I was definitely there with the family. I was only seasick the first time, not this time around. Oh, ships are always an amazing experience!

Proaudio Sound Press:

Many of your releases feature distinct vocal elements, often incorporating tribal chants. How do you go about selecting and integrating these vocals into your tracks, and what role do they play in shaping the overall sound?

Shona SA:

I love tribal vocal chants purely because it represents my tradition and culture as an African. I pick chants by feeling and melody then build around those emotions. My first chant from "African Heritage" was purely an example of how I built the track on how the chant made me feel. I also write and perform some of my chants myself or find someone else to perform the ideas because my sound is prominent around African music, tradition, and culture.

Proaudio Sound Press:

You recently purchased a Pioneer DJ RX 2 Controller. Can you tell us about your performance plans with this new equipment and how it enhances your live sets?

Shona SA:

The Pioneer DJ RX 2 Controller is an amazing tool for me as it represents the modern Nexus line CDJs that are prominent all around the world as a standard for professional DJs all over the world. I use them for home use and even events if need be. It's really like the CDJs but much more affordable and portable to carry around, and the screen makes it better as I don't need to carry a laptop around to play, just my flash drives. I love that about them.

Proaudio Sound Press:

As a producer and songwriter, can you walk us through your music production process? Do you typically start with drums or melody, and how do you build upon that initial idea to create a full track?

Shona SA:

As a producer, I usually begin with a feeling then melody. So I come up with my chord progressions then build around that. It really isn't the same formula; sometimes I can think of a bassline first, so it will depend entirely on what influenced the song. Sometimes I can build a whole track around a vocal or just a chant, so it's really about what motivated me to work on the song first. I do a lot of layering on my pads and pianos as these are my favorite core elements. The drums and percussions always complement my melody and progressions, then finally my FXs and vocals if there are any artists involved.

Proaudio Sound Press:

When inspiration runs dry, how do you find the motivation and creativity to keep making beats? Are there any specific techniques or practices you rely on to overcome creative blocks?

Shona SA:

I'm a very spiritual being, and my source was, is, and will always be GOD. I rarely have writer's block, but when it does happen, I draw inspiration from a lot of golden age Afro Beats, soul, R&B, and all types of electronic music. I play a lot of Salif Keita, Ismael Lo, Oliver Mtukudzi, to name a few. I have an addiction to Filmscores with Hans Zimmer being like a blueprint for me. Majority of the time I pray through my dry spells, and I always find melodies again soon after. This is why most of my music has a spiritual and upliftment that comes with it. I'm here entirely as a Messenger, and the rest is a BONUS.

Proaudio Sound Press:

Your music spans across various genres, including Afro Tech, Afro House, House, Deep House, Progressive, and Melodic Techno. How do you maintain versatility while still staying true to your signature sound?



Shona SA:

I maintain versatility because before I became Shona, I used to produce purely EDM sub-genres under the alias Kharmatronix. I was mentored by one of the best in the SA music business, the recently passed-on Chris Ghelakis. So, we used to make covers and remixes for different genre hits, and we had deadlines to meet, so I was forced to respect and understand genres, and that really helped me find my real footing and sound I wanted to go with.

I'm sure you have heard of the old Clubtraxx catalog. I was honored to have been a part of that journey. So yeah, that's why I'm so versatile, and it also taught me to love and appreciate all genres as long as I can relate to the track.

Proaudio Sound Press:

Looking ahead, what are your goals and aspirations for your music career in the coming years? Are there any upcoming projects or collaborations that fans can look forward to?

Shona SA:

I intend to start performing and touring more now if the opportunity arises, definitely more collaborations coming from the likes of Dr. Feel, Nomvula SA, Native Tribe & Da Q-Bic, to name a few. An album is coming, and also tons of work with Domboshaba. Because I've always enjoyed being in the studio more than DJing, I'll always be a producer and artist first. I want to also go full throttle on DJing and performing my music too now.

Reach **SHONA SA** here:



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3. Prizes: 10 randomly selected participants to answer all questions correctly will win a branded Audio Technica t-shirt and a set of Audio Technica headphones and go onto the next stage!

Stage 2: Photo Challenge

1. Congratulations Winners! If you're one of the lucky 10, you've won our exclusive branded merchandise!
2. Wear and Share: Wear your branded t-shirt and headphones proudly and get snapping! Approach random people and take photos with them while wearing our merchandise.
3. Share on Social Media: Post your photos on your social media profiles with our designated hashtag to increase your chances of winning the grand prize.
4. Grand Prize: The participant with the most validated photo posts will win the ultimate prize – an Audio Technica Turntable valued at R10,000!

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Competition Rules
Photo Validation Rules



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audio-technica



VALID DATES:

Stage ONE - STARTS Monday 4th March 2024

Stage ONE - ENDS Friday 22nd March 2024

Stage ONE - Winners Announced - Monday 25th March 2024

Stage TWO - STARTS Monday 1st April 2024

Stage TWO - ENDS Monday 15th April 2024

Stage TWO - Winner Announced - Friday 19th April 2024

Competition Rules:

1. ELIGIBILITY:

- The competition is open to residents of South Africa aged 18 and above.
- Employees of Audio Technica, Proaudio, and their immediate family members are not eligible to participate.

2. REGISTRATION:

- Participants must register for the competition on the official competition landing page on the Proaudio website.
- Registration requires providing accurate personal information and agreeing to the competition rules and terms.

3. QUESTIONNAIRE:

- Upon registration, participants must answer five questions related to Audio Technica products and Proaudio.
- Only participants who answer all questions correctly will be eligible for the first stage prize.

4. PRIZES:

- The first stage prize consists of a branded Audio Technica t-shirt and a set of Audio Technica headphones.
- Only the randomly selected 10 participants to answer all questions correctly will win the first stage prize.
- The grand prize for the final winner of Stage Two, is an Audio Technica Turntable valued at R10,000.

5. PHOTO CHALLENGE:

- Winners of the first stage must wear the branded merchandise (t-shirt and headphones) and take photos with different random people.
- Photos must be shared on the participant's social media profiles with the designated competition hashtag to be considered valid.

6. VALIDATION:

- Validated photo posts will be counted towards the final winner's tally.
- Only photos posted during the specified competition period will be considered.

7. FAIR PLAY:

- Participants must refrain from any fraudulent or deceptive practices to increase their chances of winning.
- Any violation of the competition rules will result in disqualification.

8. DISQUALIFICATION:

- The organizers reserve the right to disqualify participants who fail to comply with the competition rules or engage in any misconduct.

9. PUBLICITY RIGHTS:

- By participating in the competition, participants grant Audio Technica and Proaudio the right to use their name, likeness, and submitted content for promotional purposes.

10. MODIFICATION/CANCELLATION:

- The organizers reserve the right to modify or cancel the competition at any time without prior notice.

11. LEGAL COMPLIANCE:

- The competition is subject to all applicable laws and regulations.
- By participating in the competition, participants agree to abide by these rules and any decisions made by the organizers.



Photo Validation Rules:

1. PARTICIPANT IDENTIFICATION:

- Participants must wear the branded Audio Technica t-shirt and headphones provided as part of the first stage prize while taking photos.

2. PHOTO CONTENT:

- Photos must clearly show the participant wearing the branded merchandise (t-shirt and headphones).
- Photos should be clear, high-quality, and appropriate for all audiences.
- **Minimum 50 original photos posted and submitted to enter.**

3. LOCATION AND CONTEXT:

- Photos must be taken in public spaces or locations where individuals have consented to being photographed.
- Photos should capture genuine interactions with different random people, showcasing the spirit of the competition.

4. HASHTAG REQUIREMENT:

- Participants must include the designated competition hashtag in the caption of each photo posted on social media platforms.

5. SUBMISSION DEADLINE:

- Photos must be posted on the participant's social media profiles during the specified competition period.

6. VERIFICATION PROCESS:

- The organizers will monitor and verify the authenticity of photo submissions.
- Only photos that meet all validation criteria will be counted towards the final winner's tally.

7. DISQUALIFICATION:

- Photos that do not meet the validation criteria or violate any of the competition rules will be disqualified.
- Participants found engaging in fraudulent or deceptive practices to manipulate the results will be disqualified from the competition.

8. JUDGES' DECISION:

- The decision of the competition judges regarding the validation of photos and determination of the final winner is final and binding.

9. PUBLIC DISPLAY:

- Validated photos may be displayed on the competition landing page or shared on official Audio Technica and Proaudio social media channels for promotional purposes.
- By participating in the second part of the competition and submitting photos for validation, participants agree to adhere to these rules and accept the judges' decisions regarding photo validation.

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David Guetta

Perfect Exceeder

Kick-starting 2024 in the most immersive of fashions, David Guetta continues to showcase the world why he is the number one DJ in the world, with this latest rework, further indicating the endless capabilities of this iconic act. An electro house inspired reimagination, 'Perfect (Exceeder)' arrives at the most fitting of times, with the man of the moment leaving no doubt to the imagination, and of course, presenting us all with a signature rendition of a classic track that to this very day continues to defy generation after generation. "Mason and Princess Superstar created something so special with the original; there is no surprise that it is gaining such momentum all over again. The track is a true timeless classic and I'm so excited to now be a part of it!" – David Guetta



Kenya Grace

Strangers

"Strangers" is a song by British musician Kenya Grace, released as her major-label debut single on 1 September 2023 through Major Recordings, a dance label owned by Warner Records. It is the follow-up to her 2023 viral single "Meteor". It is Grace's breakthrough single, peaking at number-one in the UK and becoming a top-ten hit in several countries.



Nora En Pure

Freyja

NORA EN PURE drops her first record of the year. This powerful melodic house jam is a pure dance floor weapon for the peak hours of the current winter and coming spring season. Swiss based Nora En Pure demonstrates what she is capable besides producing and writing her signature emotional deep house tracks. Fall in love with the track FREYJA and discover the clubbier side of the artist.



Kygo and Ava Max

Shakira on new single 'Whatever'

Dance music has always been built upon the ability to mash up and reinvent classic songs to engage the audience, blurring the lines between new music and familiar melodies and lyrics. Kygo has joined forces with Ava Max to provide a new take upon a classic Shakira single from the early 2000s.



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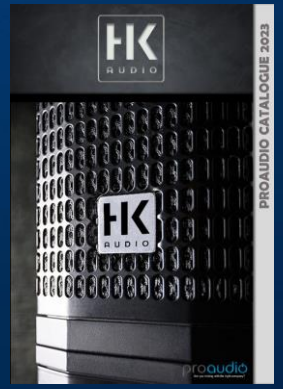
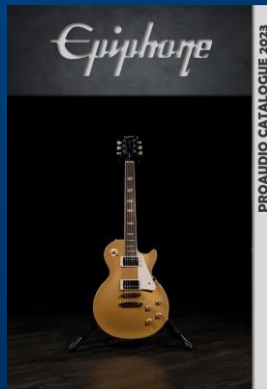
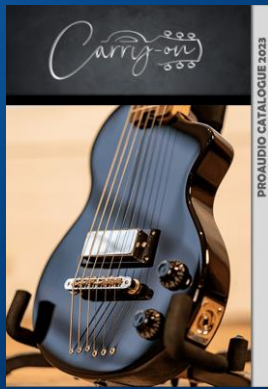
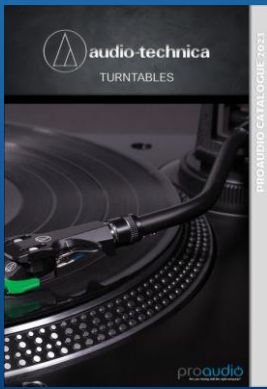
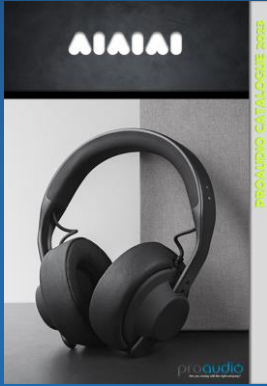
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