

DJ LIFE, GEAR, & PROFESSIONAL AUDIO

SP
proaudio

MAGAZINE
NOV 2025

CHUNDA
Munki

Let's TALK
PRO-GEAR

CDJ-3000x

DDJ-GRV6

XDJ-AZ

The POWER

**PowerWorks Artemis
Series Speakers**

Launch Event

AlphaTheta Experience Centre

BLACK Friday

Make the most of it

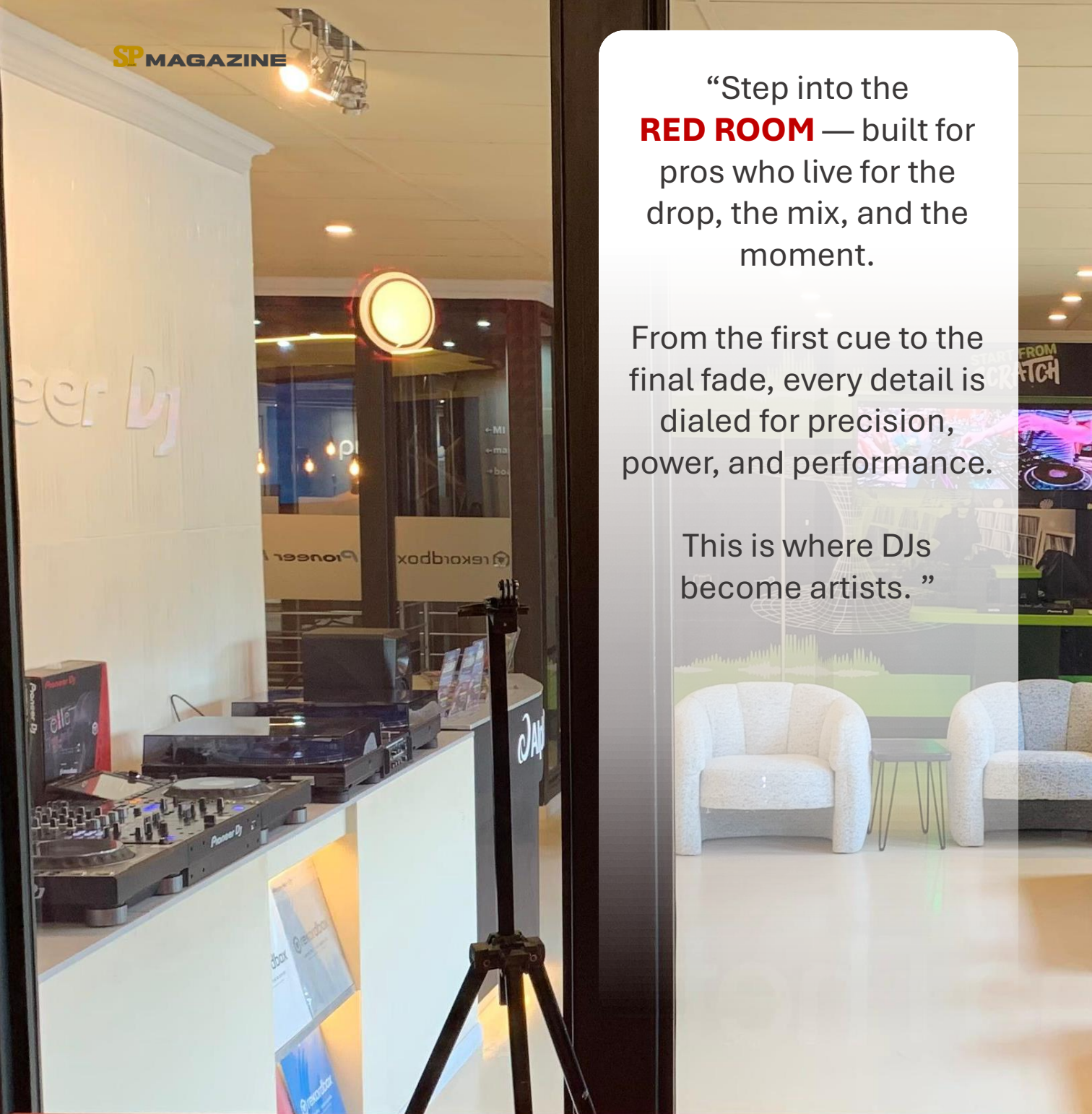
OneLibrary
A World of Possibilities.

WE INTERVIEW: Chunda Munki – Jamie-Lee Sexton – Avi Subban – Mindslash

“Step into the **RED ROOM** — built for pros who live for the drop, the mix, and the moment.

From the first cue to the final fade, every detail is dialed for precision, power, and performance.

This is where DJs become artists.”



WELCOME

November hits a different rhythm — and this issue captures it all. From the launch of the AlphaTheta Experience Centre to the reveal of the CDJ-3000X, XDJ-AZ, and DDJ-GRV6, we're celebrating the evolution of performance, technology, and creativity across South Africa's pro audio and DJ community.

We're also catching up with some of the artists driving that energy forward — including Avi Subban, Chunda Munki, Mindslash, and the ever-inspiring Jamie-Lee Sexton, whose voice and artistry continue to shape South Africa's musical landscape.

And with Black Friday around the corner, our special feature helps you navigate the best deals on professional audio and DJ gear through our trusted Proaudio dealer network.

Whether you're fine-tuning your studio, upgrading your live rig, or just here for inspiration, this issue is your backstage pass to everything that moves the sound forward.

So turn up the volume, feel the pulse, and enjoy another edition celebrating the gear, the artists, and the passion that power South Africa's sound.

Keep the music alive

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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.

SP

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MAGAZINE

DJGEAR

14 OneLibrary

OneLibrary is a groundbreaking unified music-library format created by AlphaTheta in collaboration with key software developers such as Algoriddim and Native Instruments.

26 DDJ-GRV6

With a layout inherited from CDJ + DJM setups, the DDJ-GRV6 helps you get a feel for playing on club-standard equipment.

40 XDJ-AZ

With full-size jog wheels that feel just like those on the CDJ-3000, pitch bending and scratching on the XDJ-AZ are incredibly smooth.

54 CDJ-3000X

The pinnacle of professional DJ performance — a flagship player that redefines precision, power, and creativity for a new generation.

Contents

DJLIFE

06 AlphaTheta – A New Era

Proaudio, South Africa's home of professional audio and DJ technology, proudly announces the official launch of the AlphaTheta Experience Centre

10 BLACK FRIDAY DEALS

Black Friday has become one of the biggest events on the South African retail calendar — and for DJs, music producers, and professional audio engineers, it's more than a shopping day.

80 DJ Training Academy

Proaudio Africa is South Africa's leading distributor of professional DJ and music production equipment and the official partner of AlphaTheta, the company behind Pioneer DJ. But we're more than just a gear provider.



"The best DJs don't just play tracks—they create moments that stay with you forever."

ARTISTS

CHUNDA MUNKI



In this interview, we talk about his journey from the underground to global stages, how he keeps his sound fresh, and why it's all about connection, creativity, and keeping the dance alive.

JAMIE-LEE SEXTON



We sit down with Jamie-Lee to talk about her journey from Magaliesburg to the main stage, her evolving sound, and how mastering the decks is opening a whole new world of musical expression.

AVI SUBBAN



In this exclusive interview, he shares insights into his journey, influences, and the creative evolution shaping his sound today.

MINDSLASH



Mindslash opens up about the journey from warehouse raves to international recognition, the emotion behind Nightshift, and how transforming everyday noise into music became his ultimate form of self expression.

PROGEAR

68 THE POWER

The PowerWorks Artemis Series stands as a testament to the blend of technology and design that modern sound reinforcement requires.



72 Professional Monitor Headphones

Famed for its critically acclaimed sonic performance, the ATH-M50x has carved a niche for itself among audio engineers, professional musicians, and audiophiles alike.

76 Fully Automatic Wireless Belt-Drive Turntable

The AT-LP70XBT Automatic Wireless Turntable is the perfect beginner turntable for those beginning their audiophile journey.

The

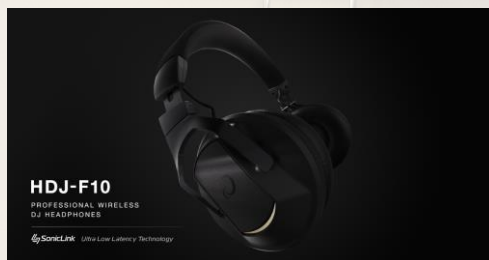
AlphaTheta

Experience Centre

A NEW ERA BEGINS AT PROAUDIO

The sound of innovation is about to get louder. Proaudio, South Africa's home of professional audio and DJ technology, proudly announces the official launch of the **AlphaTheta Experience Centre** — a dynamic new space dedicated to creativity, connection, and cutting-edge DJ performance.

This milestone marks a defining moment for the South African DJ industry, uniting some of the most powerful new releases from AlphaTheta — the **HDJ-F10TX professional wireless DJ headphones**, the **DDJ-GRV6 performance controller**, the **XDJ-AZ all-in-one system**, and the revolutionary **CDJ-3000X**, the newest flagship player redefining professional standards across the world.



The

AlphaTheta

Experience Centre

THE LAUNCH EVENT

Hosted at Proaudio's state-of-the-art facility, the launch promises to be an unforgettable evening of music, energy, and innovation. **Justin Sharneck** will lead the evening as Master of Ceremonies, guiding guests through a lineup that perfectly reflects AlphaTheta's global vision of freedom, creativity, and musical excellence.

Opening the event will be **Joss Pack**, one of South Africa's most respected figures in the audio industry, alongside **Raf Rettel** from **AlphaTheta Global**, who will share insights into the company's evolving mission and commitment to inspiring the next generation of DJs and creators. Together, their presence represents a powerful moment of unity between international innovation and local expertise.



Guests will be the first in Africa to experience AlphaTheta's newest technology up close. The **HDJ-F10TX** introduces a new era of performance headphones, combining luxurious comfort with advanced **SonicLink** ultra-low-latency wireless technology — providing the accuracy and freedom today's performers demand.

The **DDJ-GRV6** continues AlphaTheta's legacy of intuitive, high-impact DJ controllers, bridging the gap between professional and creative performance. **DJ Redwood** will take the stage to demonstrate its seamless control, powerful pad modes, and advanced Stems integration, proving why this controller is already turning heads globally.



Next, **DJ Avi** will showcase the impressive **XDJ-AZ**, an all-in-one system that offers professional-level performance without the need for a laptop. Designed for mobility and versatility, it's the ultimate choice for DJs who want to perform anywhere, anytime.



Finally, the night will crescendo as **Justin Sharneck** performs on the incredible **CDJ-3000X**, paired with the **DJM-V10** mixer. Together, they'll reveal the future of professional DJ setups — featuring next-generation processors, enhanced waveforms, and expanded rekordbox and **OneLibrary** integration that make performing smoother, faster, and more expressive than ever before.



New HDJ-F10TX

To make the evening even more memorable, one lucky guest will walk away with a brand-new **HDJ-F10TX** pair of professional DJ headphones — the same model being debuted on the night.

Every attendee will receive a raffle number upon arrival, and the prize draw will take place at the end of the evening. It's an exclusive chance to take home the very technology that's setting new standards worldwide.

A Milestone for South Africa

The AlphaTheta Experience Centre isn't just a launch — it's the beginning of something bigger. The space has been designed as a creative hub where DJs, producers, and audio professionals can connect, learn, and experience new technology firsthand.

It stands as a symbol of Proaudio's ongoing commitment to the South African music community and to providing access to the best tools in the world.

The **December 2025 edition of Proaudio Sound Press Magazine** will feature full **video highlights**, exclusive **performance footage**, **artist interviews**, **behind-the-scenes moments**, and **plenty of photos** capturing who was there and what went down. It's going to be an event to remember — and you'll see it all in next month's issue.

BLACK FRIDAY

Black Friday has become one of the biggest events on the South African retail calendar — and for DJs, music producers, and professional audio engineers, it's more than a shopping day.

It's an opportunity to invest in gear that can elevate performance, refine production quality, and expand creative horizons. But in a fast-moving industry, finding real value means knowing where to look and how to buy smart.

The South African Scene

Across South Africa, Black Friday has evolved into a major event for the professional music industry. While many consumers chase deals on fashion or tech, DJs and studios are upgrading their setups — from controllers and mixers to microphones, monitors, and headphones. The timing is perfect: distributors, brands, and retailers align to offer genuine savings on premium products.

At Proaudio, we don't sell directly to consumers — instead, we work through a network of trusted dealers across the country, ensuring that DJs, producers, and event professionals can access authentic, locally supported products wherever they are. This structure ensures better service, local warranty coverage, and the confidence that your gear is genuine and backed by the brands you trust.

The best way to find a Black Friday bargain isn't by waiting for midnight madness — it's by planning. Make a list of what you truly need to upgrade your setup.

Are your studio monitors outdated? Do you need a new controller with better integration? Is your audio interface limiting your mix quality? Knowing your priorities helps you avoid impulse buys and focus on long-term value.

Next, **contact your nearest Proaudio dealer** or visit their online platforms to see who's offering the strongest Black Friday deals. Each dealer runs their own promotions, so pricing and bundles can vary — meaning there's real opportunity to shop around and find exceptional value.

Many will post early specials on their social media pages or send exclusive offers to their mailing lists, so staying connected is key.

Finding the Real Deals

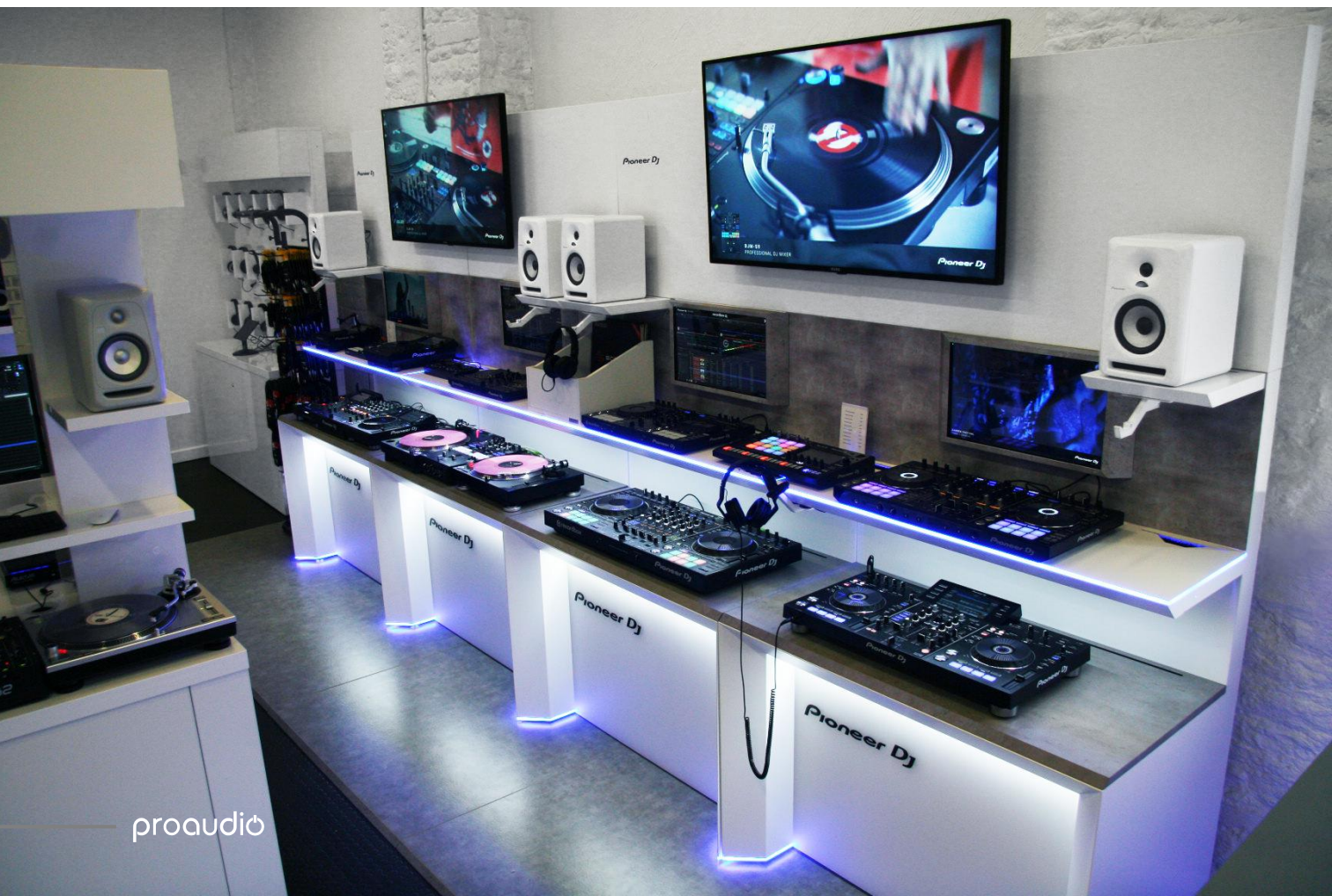


Timing and Strategy

Most Proaudio dealers now run extended campaigns — not just for one day, but across **Black Friday Week** or even **Black November**. This gives customers more time to plan, compare, and make informed purchases.

Keep an eye out for bundle offers on DJ gear and studio equipment, as these often provide the best overall value.

If you're buying professional audio equipment, ensure you're dealing with **an authorised Proaudio partner**. This guarantees local support, proper warranties, and the peace of mind that your investment is protected.



Buy Smart, Not Just Cheap

A true bargain isn't just about the lowest price — it's about quality and reliability. A controller or set of headphones from an unknown source might save you a few rand now but cost you far more later.

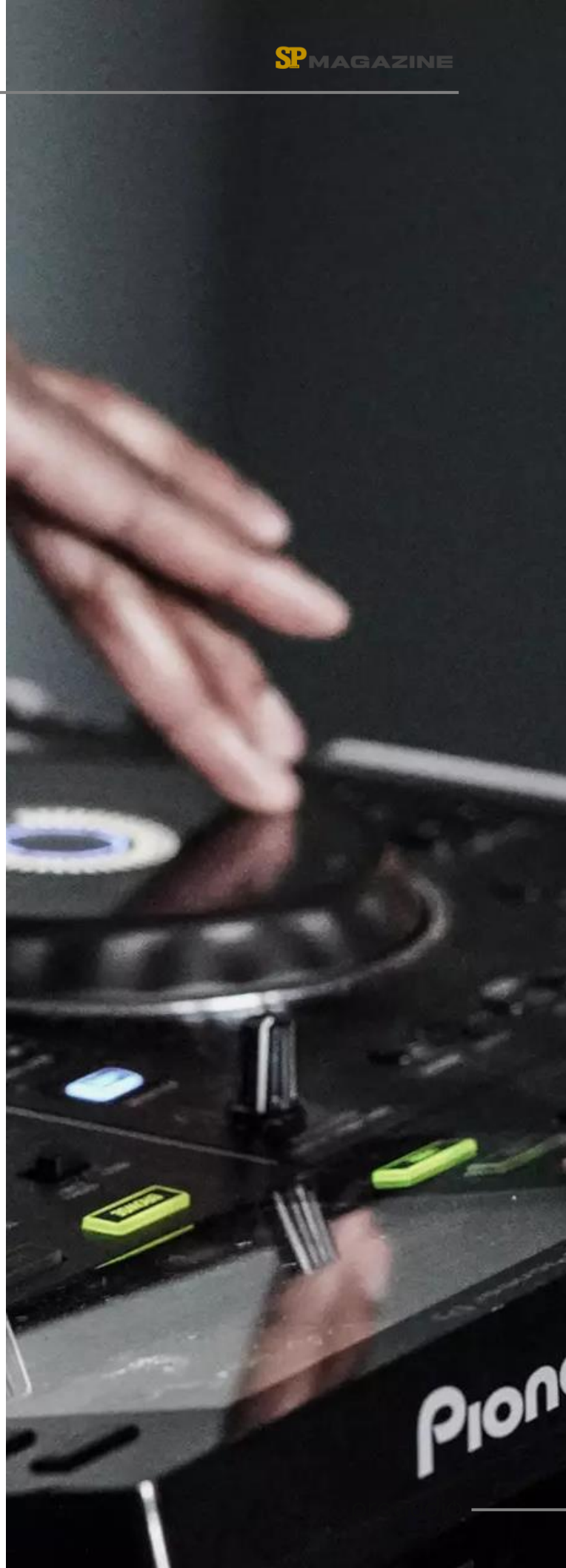
Buying through a trusted Proaudio dealer means you're supported long after the sale, with the right guidance, service, and technical advice.

The Bottom Line

Black Friday can be a turning point for your DJ or studio setup — if you approach it with the right mindset. Plan your purchases, shop through official channels, and prioritise quality over quick savings.

With a network of professional dealers nationwide, **Proaudio** makes it easy to find the right product, the right advice, and the right price — wherever you are in South Africa.

This Black Friday, don't just buy more — **buy smarter.**





Limitless DJing for all

USB EXPORT FROM



OneLibrary is a groundbreaking unified music-library format created by AlphaTheta in collaboration with key software developers such as Algoriddim and Native Instruments.

Its purpose is simple yet revolutionary: to give DJs the freedom to manage and perform with their tracks across different software and hardware ecosystems.

In the past, switching between DJ platforms often meant losing playlists, cue points, and beat grids.

OneLibrary changes this by ensuring that your library remains intact and functional, no matter which compatible system you use.



WHY IT MATTERS

For most DJs, hours of preparation go into setting cue points, aligning beat grids, and organising playlists. When you walk into a venue that uses a different setup from your home studio, those hours can feel wasted. OneLibrary solves this problem by allowing your preparation work to travel with you.

Whether you play on an AlphaTheta controller, a Native Instruments setup, or other compatible platforms, your music data — including cues, playlists, BPMs, and keys — moves seamlessly between them. The concept is a win for creative freedom, giving DJs the power to perform wherever they go without having to start over each time.

HOW IT WORKS

You begin by preparing your music in your preferred software. When you're ready, you export your library as a OneLibrary-compatible file. This export includes everything — playlists, cue points, and beat grids — and can be saved to a USB drive or hard disk.

When you plug that USB into a compatible player or open another supported program, all your information appears just as you left it. In short, your preparation becomes portable, allowing you to move between brands and environments with minimal effort.

THINGS TO WATCH

As with any new technology, complete compatibility across all systems will take time. Some software, like Serato, has yet to fully integrate with the OneLibrary format. Firmware updates may also be required for older devices to recognise the new standard. Still, the progress is fast, and the potential benefits far outweigh the growing pains.

INDUSTRY COLLABORATION

algoriddim 

 AlphaTheta

 NATIVE
INSTRUMENTS

WHAT THIS MEANS FOR SOUTH AFRICAN DJs

For DJs working across diverse venues in South Africa, where club setups can vary from one night to the next, OneLibrary is a practical game changer.

Imagine preparing your set at home on one system and walking into a venue that uses another, without losing any of your prep work.

Your cue points, playlists, and metadata stay consistent. It's like carrying your entire DJ identity in your pocket — no stress, no rework, and no surprises when you get to the decks.

SUPPORTED SOFTWARE AND HARDWARE

Currently, OneLibrary works with Algoriddim's djay Pro software and is expanding into Native Instruments' Traktor Play and Traktor Pro 4. On the hardware side, AlphaTheta's flagship products like the CDJ-3000, XDJ-AZ, OPUS-QUAD, and OMNIS-DUO are already compatible. Firmware updates are making this new format available across more systems, and future integrations promise to expand its reach even further.

WHY IT'S A WIN FOR THE INDUSTRY

OneLibrary represents a major shift from brand-specific ecosystems toward a more open and creative future. Instead of being limited by the tools you use, your creativity becomes the focus. The DJ world has long been divided by brand loyalty, but AlphaTheta's initiative signals a move toward unity. By enabling different systems to communicate, OneLibrary empowers DJs to think less about compatibility and more about performance, expression, and connection.





CHUNDA *Munki*

If South Africa's house scene had a heartbeat, it might just sound like Chunda Munki. Born and bred in Johannesburg, Blayze Saunders has spent more than a decade perfecting a style that's funky, fearless, and unmistakably his own.

From underground beginnings to mainstage domination, Chunda Munki has built his name on pure energy — basslines that bounce, grooves that hypnotise, and rhythms that keep crowds moving long after the lights go out.

A self-taught DJ and producer, he's climbed from backyard sessions to massive festivals like Ultra South Africa and Tomorrow World SA, earning respect not only for his technical skill but for the authenticity he brings to every set. His debut album *Interference* hit #1 on iTunes South Africa in 2017, and with his latest release, *Six Songs For Whoever* (2025), he proves that the groove keeps evolving.

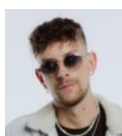
Chunda Munki's story is one of hustle, heart, and hometown pride — a reminder that South Africa's dance floors are as deep as they are diverse.

In this exclusive interview, we talk about his journey from the underground to global stages, how he keeps his sound fresh, and why, for him, it's all about connection, creativity, and keeping the dance alive.





You've been part of South Africa's house-music movement for over a decade. How did your journey as "Chunda Munki" begin, and what inspired you to take this path in electronic music?



I was never really educated in any dance music when I was young. The only dance music I was ever really exposed to was the Bump CD's.

I was more into the skating, and motocross culture and at that time, those things went hand in hand with rock, metal, hip hop etc.. In high school I made friends with a guy who had hundreds of pirated house CD's.

After school one day we were going through the CD's and I came across Lady Lea's Catch Me If You Can Vol.1 album. And it changed everything. Track 11 was the MYLO remix of Freeform Five - No more Conversations.

I had never heard anything like that before, and I got my parents to take me to Look & Listen THAT weekend, to buy Lea's album.

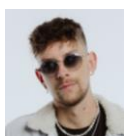


Going forward I started collecting more music, staying up to date with compilations like House Anthems, Soul Candi, The Deeper Sounds albums. Anything I could get my hands on.

I started offering to play tracks at my friends' house parties, and started figuring out how to MAKE this type of music. Because it seemed easier than learning to play an instrument.

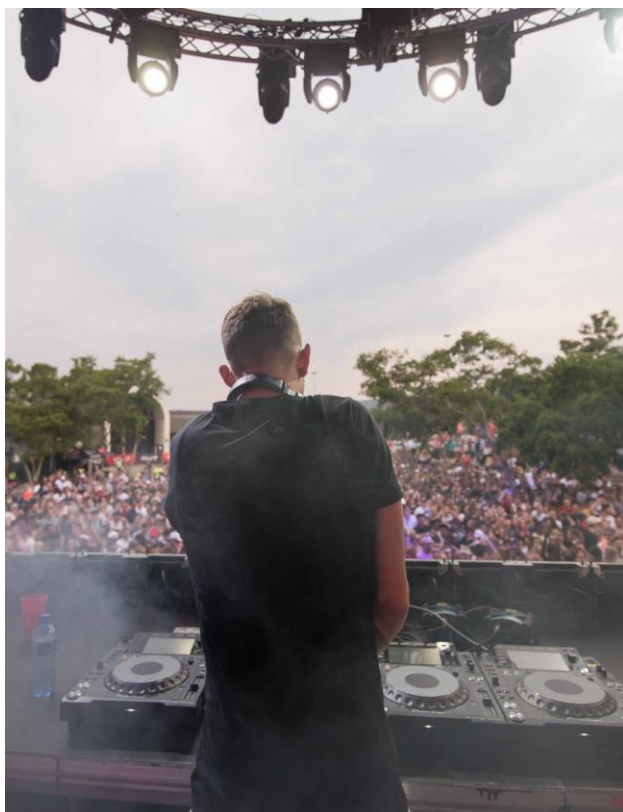


SP You started producing and DJing before online tutorials and sound packs were widely available. How did teaching yourself during that time shape your creativity and approach to music production today?

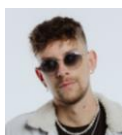


I think having a lack of tutorials, or sound packs, allowed me to actually LEARN the production software. Learn what each button or knob does.

My sound was forged out of not knowing exactly what I was doing. And to be honest, sometimes I still don't know what I'm doing.



SP Your early sound was known for its dark, groove-driven energy and underground appeal. How would you describe the evolution of your sound from those days to now?



My sound still has many of those influences and I still try to keep those dark, underground sounds in my production.

The difference between then and now, is that back then, I was playing in small dark rooms, too. A dance floor of between 3 and 20 people. Either opening the floor, or closing. So it allowed me to be a lot more experimental, and also learn to read a crowd.

As my career has grown, so have the crowds. It's difficult to keep playing that 120bpm, dark, underground stuff when you're headlining a festival or club and you need to keep the energy going.

So I still take a lot of influence from my older stuff, but I try to keep it more driving, fun, and energetic. As opposed to my older, more "moody" tracks.





You've held major residencies, like your five-year run at Truth Nightclub, and performed at massive festivals such as Ultra and Tomorrow World SA. What have these live experiences taught you about connecting with audiences?



I think they've taught me that I should have never been afraid to chase this dream. I never in my wildest dreams thought that my music would resonate with so many people.

When you have thousands of people coming to hear you play your OWN music, is a blessing.

And when people come up to me after a show and tell me how they associate certain tracks of mine, to what ever they're going through, or a good memory they have, or the night they met their significant other..

It's taught me that none of us are really alone.. And there is always a way to find connection and love.





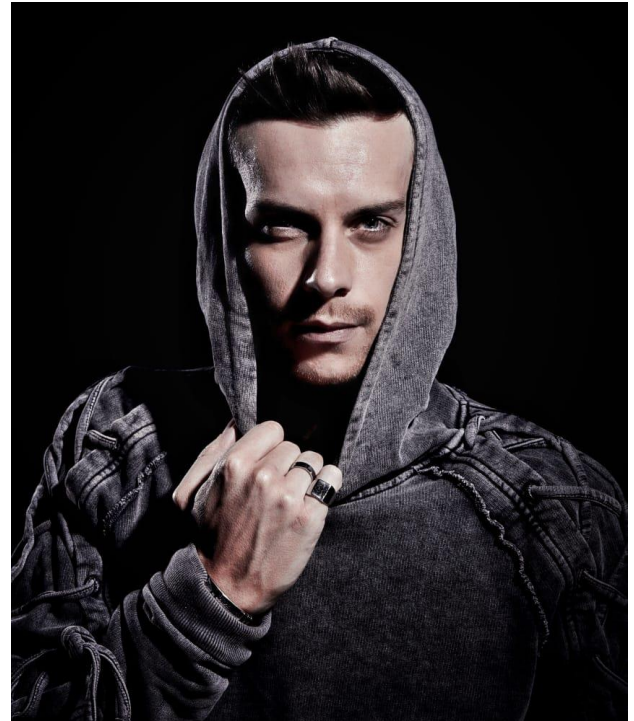
Your 2017 album Interference hit #1 on iTunes South Africa which was a major milestone. How did that success influence your direction as an artist afterwards?



That was my debut album as Chunda Munki, and to this day, I still get requests to play tracks from that album.

I think that album just made it clear to me that I really DO have a future in this industry, and if anything, it motivated me to keep going. A lot of that album was me experimenting.

And the fact that it was received well, allowed me to feel like I could keep trying to be authentic, and not need to follow trends too much.



You've also taken your sound abroad, including touring Canada and releasing music through international digital platforms. How has the global response to your work compared to your reception at home?



The response overseas is great. I am lucky to have a strong listenership abroad. But I don't think anything will ever compare to South Africa.

The people here are so supportive, friendly, and they make me feel at home, no matter if I'm playing a small club on a Wednesday night, or a massive festival.



“I never followed trends — I just followed the groove. If it makes me move, it’ll move someone else too.”

— Chunda Munki



Collaboration and remixing seem to play a big role in your career. How do you approach reworking another artist's track while keeping your signature "Chunda Munki" groove?



Sometimes I'll hear a track somewhere with a vocal or sound that I love, and if I can think of a way that I could make it sound more like something I could play at a show, I'll get into studio ASAP and see what I can cook up..

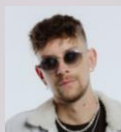
As for collaborations, I like to work with people who have the same vision, maybe a similar sound as mine, but they can also bring THEIR sound to the table.

I struggle to SIT in a studio with other artists because I have a very unorthodox work flow.

I prefer working on a track for a while, and send it back and forth with who ever I'm working with. Every time it comes back to me, I get more inspired because they've added their own touches and tweaks..



With your new EP Six Songs For Whoever out in 2025 and your sound constantly evolving ,where do you see Chunda Munki heading next, both musically and personally?



I would like to bring back more of the darker, deeper sounds. Go back to my roots slightly. But keep a higher energy.

Going forward, 2026 I'm focusing more on international opportunities.

As much as I love South Africa, I feel like I have done a lot here, and its time for this Munki to swing to another tree... just for a while.



AlphaTheta

DDJ-GRV6

4-channel club-inspired DJ controller

FIND YOUR GROOVE



The DDJ-GRV6 features 4-channels, full-size jog wheels, and powerful effects to layer tracks and level up your mixing. With a layout inherited from CDJ + DJM setups, the DDJ-GRV6 helps you get a feel for playing on club-standard equipment. Using the innovative Groove Circuit feature, you can remix drum parts and create your own grooves. This setup gives you a true club-style feel, so you can combine expressive scratching, pad play, and effects for dynamic, pro-style performances.

A DJ's Perspective

When innovation meets intuition, the result is something special—and AlphaTheta's **DDJ-GRV6** is exactly that. Designed with the modern DJ in mind, the GRV6 combines professional-level control with creative flexibility, giving artists the power to perform with complete freedom and confidence.

Built for the Way DJs Actually Play

From the moment you touch the GRV6, it feels familiar yet futuristic. The jog wheels are beautifully weighted, offering precise response and tactile control, while the mixer section delivers the clean layout AlphaTheta is known for. But what truly stands out is how everything feels connected — every button, fader, and pad responds naturally, encouraging creativity instead of restricting it.

DJs who've spent time with the unit describe it as *"an extension of their thought process."* The interface has been streamlined so performers can move between **rekordbox** and **Serato** seamlessly, while new **Stem control** functions open up endless possibilities for live remixing. The dedicated Stem buttons allow you to isolate vocals, drums, or instruments in real time — transforming any track into a playground for spontaneous creativity.



Performance Meets Possibility

DJ Redwood, one of the first artists in South Africa to test the GRV6, says the controller has changed the way he prepares and performs. “It gives me the confidence to play differently,” he explains. “I can separate vocals instantly, layer in my own loops, or blend genres that normally wouldn’t fit together. It’s not just about mixing anymore — it’s about creating.

”The performance pads are larger, more responsive, and offer smoother transitions between modes. The new Auto BPM Transition feature allows for effortless genre shifts, gradually matching tempos across tracks while maintaining key and phrasing. This makes it easier than ever to move from deep house to amapiano or from Afro-tech to hip-hop — a feature South African DJs are already embracing on dancefloors.



Designed for the Stage and the Studio

The GRV6 doesn't just perform well — it looks the part. Its robust build and clean matte finish make it equally at home in the club booth or the home studio. Connectivity options include dual USB-C ports, balanced master outputs, and compatibility with AlphaTheta's OneLibrary format, allowing DJs to travel lighter without sacrificing their carefully prepared libraries.

For mobile DJs, the portability of the GRV6 is another win. With its integrated sound card and plug-and-play design, setting up for a gig has never been easier. It's the kind of controller that feels professional but never intimidating — powerful, but approachable.



Creativity Without Limits

In a world where performance boundaries keep expanding, the DDJ-GRV6 gives DJs something priceless: control without complexity. It encourages risk-taking, live remixing, and experimentation — qualities that define great performances.

Whether you're performing in a club, streaming a set online, or experimenting in your home studio, the GRV6 adapts to you. It's not just another controller; it's a creative instrument built for the next generation of DJs.

As DJ Redwood summed it up: "It doesn't just respond to what I do — it reacts with me. That's the difference."





JAMIE-LEE SEXTON

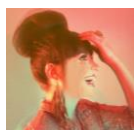
South Africa's music scene has no shortage of powerful voices — but few carry the depth, drive, and dynamism of **Jamie-Lee Sexton**. From her small-town beginnings in Magaliesburg to becoming one of the country's most celebrated pop artists, Jamie-Lee has built a career defined by authenticity, evolution, and fearless creativity. With more than ten chart-topping radio hits, multiple #1 singles, and a #1 album on iTunes, she's not just a performer — she's a storyteller whose music resonates across genres and generations.

A **Basadi In Music Award** winner for *Best Pop Artist*, Jamie-Lee has collaborated with Grammy Award-winning producers and shared stages with international icons, all while staying true to her South African roots. Now, as she steps into an exciting new chapter studying DJing at **The Proaudio DJ and Music Production Training Academy**, Jamie-Lee continues to push her creative boundaries — proving that great artists never stop learning.

In this exclusive *Proaudio MusicGear Magazine* interview, we sit down with Jamie-Lee to talk about her journey from Magaliesburg to the main stage, her evolving sound, and how mastering the decks is opening a whole new world of musical expression.



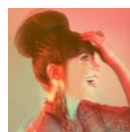
SP Jamie-Lee, thank you for joining us! You've truly been making waves in the South African music industry - with over 10 chart-topping hits, #1 debut singles, and even a #1 album on iTunes. How has this incredible journey from Magaliesburg to national success shaped who you are today?



Firstly, thank you so much! It's been such an amazing journey. Growing up in Magaliesburg taught me that hard work is the foundation of success and to be fearless in my pursuit.

Every song, every show and every challenge has shaped me into someone who's always willing to evolve and keep learning. I'm still that girl who fell in love with music in a small town, just with a bigger stage and a deeper purpose now.

SP Your music blends powerful vocals with soulful storytelling and modern pop production. For those who might be discovering you for the first time, how would you describe your sound and what influences have defined your artistic identity?

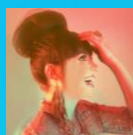


I've always been drawn to music that tells a story and makes you feel something. So early on I was very inspired by all the ladies of Jazz. They taught me what music was really about and how lyrics can change the world.

My sound is a mixture of pop and a whole lotta soul. I am inspired and influenced by life and have always written from my own experiences... Over the years, I've learned to blend those textures with my own South African roots to create something that feels both real and universal.



You've earned multiple awards - including the Basadi In Music Award for Best Pop Artist , and collaborated with Grammy Award-winning producers while sharing stages with international stars. Looking back, what have been some of the defining moments that stand out to you in your career so far?



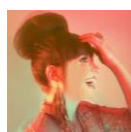
There have been so many incredible moments! Winning the Basadi In Music Award was deeply special to me. Touring South Africa and experiencing my country made me so proud to be South African.

And collaborating with Grammy-winning producer C-Tea has opened my world creatively. Another big one for me is sharing the stage with artists I grew up admiring, that's surreal every single time.

But honestly, the most defining moments are still the small ones, connecting with fans, hearing how a song touched someone, and realising that music really does have the power to heal and unite.

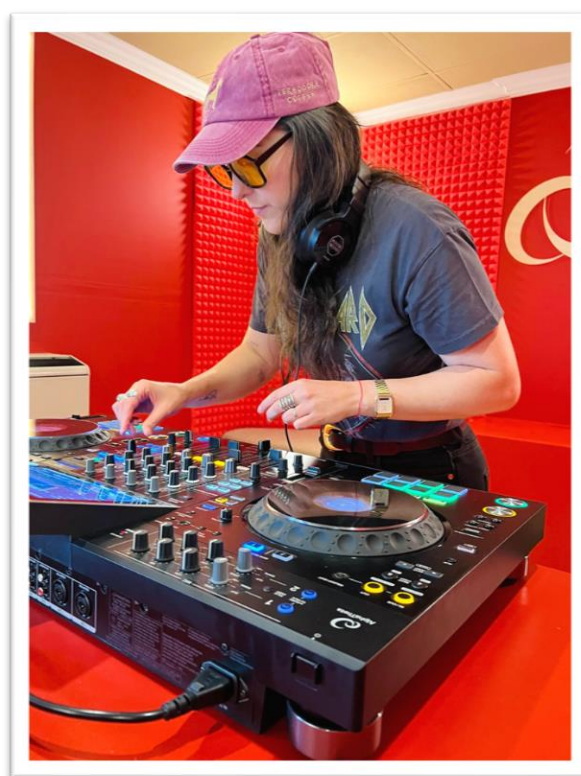


SP You've recently added another exciting chapter to your creative journey by starting DJ lessons at The Proaudio DJ and Music Production Academy. What inspired you to explore the world of DJing?



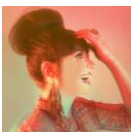
I've always believed that performing is at the heartbeat of who I am, it's where I feel most alive! And DJing felt like a natural next step, another beautiful expression of that. Watching great DJs move a crowd has always inspired me and I wanted to challenge myself creatively and explore a new level of the performer in me.

It's been such an exciting and humbling experience and it's reignited my passion in a whole new way.





Coming from a strong background in live performance and songwriting, how has the experience of learning to DJ challenged or inspired you creatively?

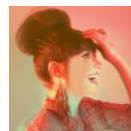


It's definitely challenged me in the best way. As a live performer and songwriter, I'm used to thinking, writing and expressing emotion through lyrics and vocals, but DJing pushes me to think purely in rhythm, flow, and energy.

It's like learning a new language. It's inspired me to approach music with fresh ears and reminded me why I fell in love with music and performing in the first place.



How do you see DJing and music production influencing your overall sound or even your stage performances moving forward?



It's already starting to reshape how I think about sound and performance. It's teaching me to listen differently with layers, textures, and how I can convert that energy into something tangible. It will definitely add a new dimension to my live shows and It's giving me tools to create moments that feel bigger on stage.

Ultimately, it's all connected. DJing is just expanding the way I tell stories through music, both in the studio and in front of an audience.





You've always had an incredible connection with your audience. Do you see this new direction like blending your artistry with DJ performance as a way to connect with fans in a new and exciting way?



Absolutely. Connection has always been the foundation of everything I do, not only in my career but also in life. Blending my experience as a live performer with DJ performance opens up a whole new space to connect, because it's immediate and interactive.

And I love that it's a shared experience that evolves moment by moment... It's another way to invite people into my world through music.



Your latest single is already climbing the radio charts following your national tour. With 2026 around the corner, what can fans expect next - more new music, collaborations, or perhaps even live DJ sets on stage?



Yes. All of the above! 2026 is going to be a year of creativity. I'm working on new music, new collaborations and definitely planning to bring that into my DJ journey.

I can't wait to create amazing sets and to experience this new an exciting world!!

I'm thrilled to share with you what's coming next, it's going to be an incredible new chapter.

AlphaTheta

XDJ-AZ

4-channel professional all-in-one DJ system



The XDJ-AZ inherits the layout and feel of the flagship CDJ-3000 and DJM-A9 to give you an intuitive experience. When you perform on the system, it feels as if you're at one with the decks, allowing for more creative performances. With full-size jog wheels that feel just like those on the CDJ-3000, pitch bending and scratching on the XDJ-AZ are incredibly smooth.

A Pro DJ's Perspective

Every once in a while, a piece of gear arrives that feels perfectly in tune with what DJs have been asking for — power, portability, and total creative freedom. The AlphaTheta XDJ-AZ is that piece of gear. It takes everything DJs love about the brand's flagship players and mixers, then blends it into a sleek, self-contained system that doesn't need a laptop to deliver world-class performance.



All-In-One, Without Compromise

The XDJ-AZ is not a scaled-down version of anything — it's a statement of independence. Built with AlphaTheta's unmistakable design DNA, the unit features a crisp multi-touch display, professional-grade jog wheels, and a layout that mirrors a full club setup. It's a serious performance tool in a portable form.

For touring and mobile DJs, this is game-changing. You can now show up to any venue with a single flight case, plug into the system, and perform with the same power and control you'd expect from a full CDJ setup. The AZ gives you the confidence to step behind the decks anywhere and make it sound like home.



A DJ's Connection to the Music

DJ Avi, who recently performed with the XDJ-AZ at the AlphaTheta Experience Centre launch, describes the unit as “a perfect bridge between simplicity and power.” He explains, “I don’t need to compromise. I can prepare my sets in rekordbox, plug in a drive, and everything is right there — cues, playlists, loops — exactly how I built them. It’s fast, reliable, and the response feels alive under my hands.

”The AZ’s high-resolution display makes navigating tracks intuitive and visual, allowing DJs to mix by sight and feel. Its OneLibrary compatibility means your playlists and cues travel with you across AlphaTheta and partner platforms, an invaluable feature for professionals who play in multiple environments.



Designed for Live Expression

Performance is where the XDJ-AZ truly shines. With dedicated Beat FX and Color FX controls, DJs can sculpt their sound in real time, building tension and release exactly as they would on a professional mixer. The Auto BPM Transition feature — first introduced on the GRV6 — adds another layer of creativity, making genre-hopping sets smoother and more dynamic than ever.

Avi elaborates, “I’ve always mixed across different styles, from amapiano to techno. The Auto BPM feature lets me slow things down or ramp them up naturally — it’s like the machine understands the flow of the room. It lets me perform, not just play.”



Built for the Way DJs Actually Play

The XDJ-AZ's solid chassis and refined interface make it feel every bit as premium as AlphaTheta's top-tier club gear. Despite its power, it's remarkably portable — ideal for professional DJs who need flexibility without sacrificing performance. Dual USB inputs, microphone controls, and balanced outputs make it equally suitable for club, mobile, and event setups.

It's the perfect middle ground between versatility and professionalism — a system that works as hard as you do, wherever your music takes you.

For years, DJs have asked for an all-in-one solution that doesn't feel like a compromise. The XDJ-AZ answers that call with precision and style. It's intuitive for newcomers, powerful for professionals, and inspiring for anyone who believes performance should be about connection — not configuration.





AVI SUBBAN

Born and raised in Johannesburg, Avi Subban is one of South Africa's most dynamic electronic artists — a producer, DJ, and sound engineer whose music blends Electronica, House, and Techno with emotion and precision.

With releases on labels like Katermukke, Stay True Sounds, House Afrika, and Red Bull Music, his sound is both immersive and original, reflecting years of dedication to pushing creative boundaries.

From major stages such as Ultra South Africa, Rocking the Daisies, and MixMag: The Lab, to underground gems like TOYTOY and Wolfkop Weekender, Avi's performances showcase his versatility and deep connection with audiences. A graduate of the Academy of Sound Engineering, he brings both technical mastery and raw artistry to every set.

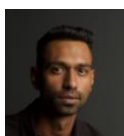
As he prepares to perform at the AlphaTheta Experience Centre launch and several international events, Avi continues to lead South Africa's evolving electronic movement — innovative, authentic, and unapologetically his own.

In this exclusive interview, he shares insights into his journey, influences, and the creative evolution shaping his sound today.





Avi, it's great to have you with us! For those who may not yet be familiar with your journey - could you tell us a bit about your background and how your passion for music first began?



Thank you so much for having me. I am from Johannesburg, South Africa and I am an electronic music producer, DJ & sound engineer. I started self-learning how to DJ at 12 years old and won my first competition at that time which was in 2007. I then started producing on FL Studio in 2009.

After high school I studied at the Academy of Sound Engineering, majoring in Audio Post Production & Music Production, which really helped my knowledge in sound evolve. My first 6-track EP was with 2Lani The Warrior on Deepstitched Records. After a few more releases with other local labels, my career took off and I solidified my name in the scene.

All this stems from my upbringing. My parents and close relatives exposed me to multiple genres and electronic music was introduced at a very young age.





You've built an impressive reputation as both a producer and DJ - how do you balance these two creative sides of your artistry, and do you approach them differently when it comes to expressing your sound?



I approach them both with the focus on staying authentic and unique. I don't believe in following trending markets and sounds, which helps challenge my creativity in making and finding unusual music and sharing a piece of myself in both processes. Balancing the creativity between the 2 is quite easy because the music I enjoy making and listening to, I am fortunate enough to play it out to the appropriate audiences.



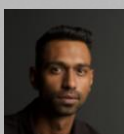
Your releases span across respected labels like Katermukke, Stay True Sounds, and House Afrika. What does your creative process look like when producing a track for such distinct platforms?



I consider the sound policy of each label and the history of their catalogs and artists. With that consideration, I try to bend and break the rules as much as possible to make sure it's unique and still fits their sound criteria. I think having a creative workflow that's exciting brings out the best in music, it keeps it fun and allows change.



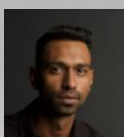
You've ventured deep into the Techno scene in recent years, with tracks like "Yoshimitsu" and "Pneuma" What inspired this evolution in your musical direction?



I wanted to do something different from the conventional House sound. I wanted to expand not only my creativity in music but my audience too, and hopefully melt them altogether, having house heads listen to Techno and vice versa. I attended more Techno events and fell in love with the fact that Techno affects the mind while House affects the heart.



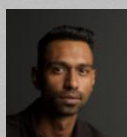
You've performed at major festivals such as Ultra, Rocking the Daisies, and Wolfkop Weekender. Is there a particular performance or crowd that stands out as a defining moment in your career?



My debut at 'Wolfkop Weekender' was a very special moment to me. The audience, the venue, the flow state, it all worked so well together. Playing at 'TOYTOY' is always on top, it's the one place that truly pushes my boundaries. 'We House Sundays' in terms of energy is unmatched. There is no other crowd that loves their House music like they do. Honestly there's so many more to mention, and definitely more to come.



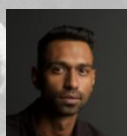
Collaboration seems to play a big role in your journey - whether through events, remixes, or label connections. Who are some artists that have influenced or inspired you the most along the way?



There's so many but here's a few: Daft Punk, Deadmau5, Stimming, Marc Romboy, Martin Buttrich, Anja Schneider, Shlomi Aber, Moonbeam, Joe Goddard, Truncate, Blawan, Alex Kenji, Nina Kraviz, Daniella Stickroth, Polygonia, and local guys Ryan Murgatroyd, Chris Sen, Jullian Gomes, Blackwhole and Oskido.



The South African electronic scene is evolving rapidly. How do you see your sound contributing to the broader identity of SA's House and Techno landscape right now?

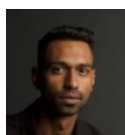


Coming from an Indian family, living in the most diverse African country, listening to and making European and American rooted electronic music, I feel this conglomeration of characteristics gives SA a different identity to the usual sounds of Afro or European based dance music. It's a perspective that's not the majority and that in itself holds significance, which I use to drive my creativity.

It fits the South African culture greatly, considering we are a country holding so many different types of people and cultures, why not blend them all together through musical concepts.



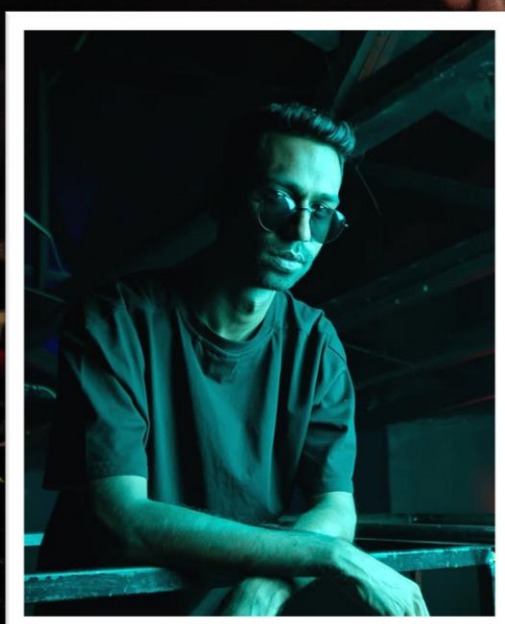
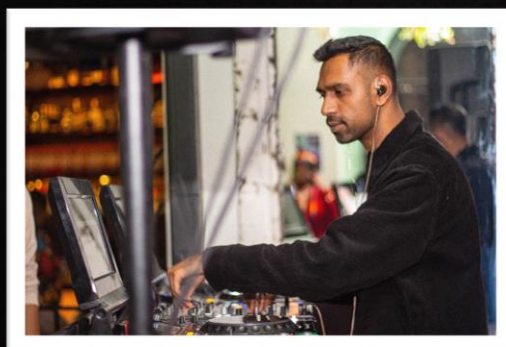
And finally - what's next for Avi Subban? Are there any exciting projects, releases, or performances we can look forward to in the near future?

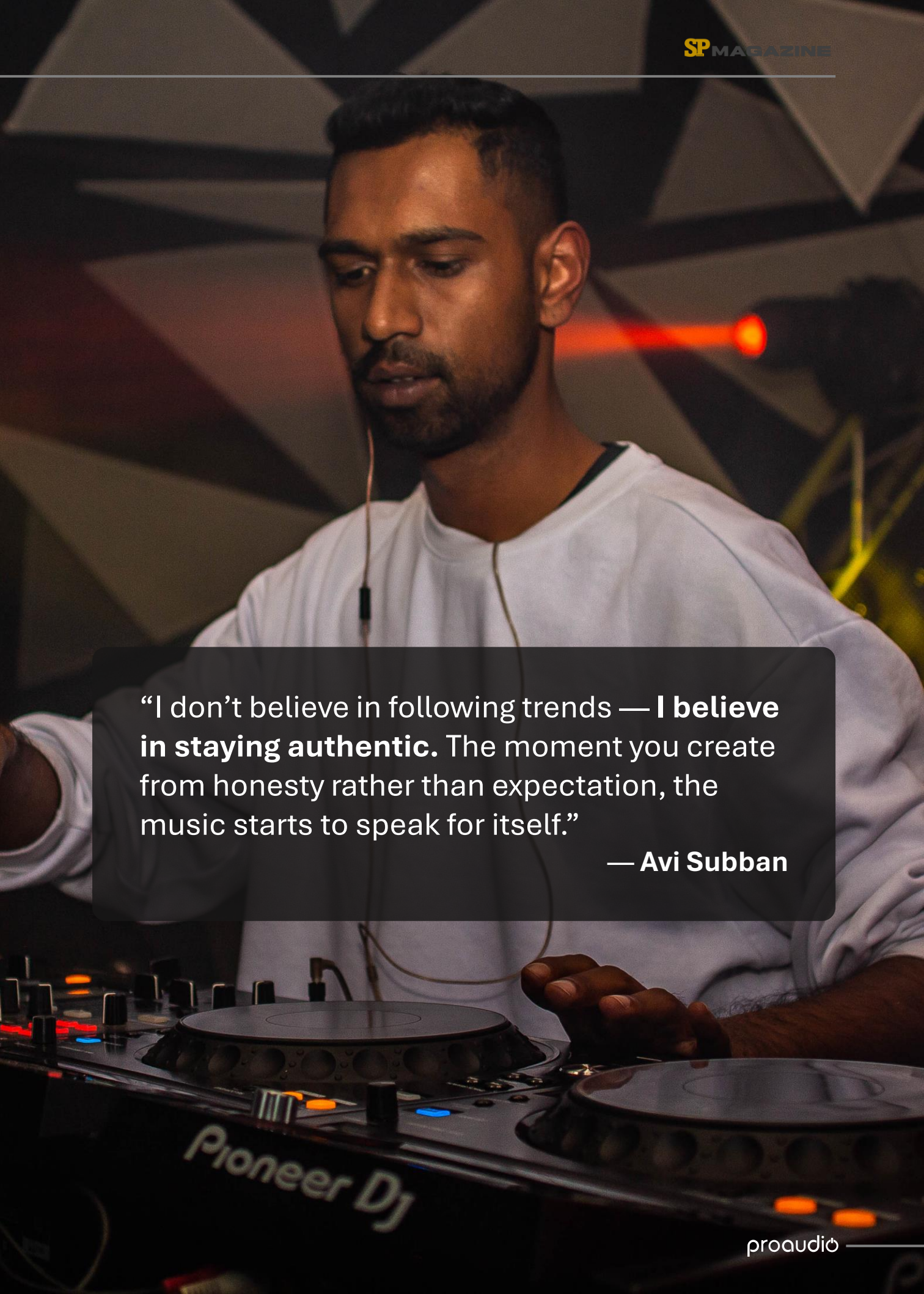


I have a release coming out on TOYTOY Music this year. It's music I've been working on for the past year and the start to a whole new creative outlook on music. My 2nd 'All Night Long' set on the Garden Floor at TOYTOY on the 24th of Oct, where I play for 6+ hours. Alpha Theta have invited me to perform at the SA launch for their new range in gear. I will be showcasing the XDJ-AZ which I can't wait to get my hands on.

I'm performing with Lane 8 in Jhb & Cpt for Theatre in Nov. It's going to be a special one. I can't share much about this next project but I will be performing for an international Beer brand celebrating their world tour event happening in Cpt in Nov, which is a major honour.

I make my debut in Namibia for NYE at the Dune Campout fest which I cannot wait for. Next year, Fabric London comes to SA and i'm on the bill with some heavy hitting international acts, a gig that was definitely a big goal for me.



A man with a beard and short dark hair, wearing a white t-shirt, is focused on his DJ performance. He is looking down at a Pioneer DJ mixer. The background is dark with geometric patterns and a red light beam. A quote is overlaid on a semi-transparent dark box in the center of the image.

“I don’t believe in following trends — **I believe in staying authentic.** The moment you create from honesty rather than expectation, the music starts to speak for itself.”

— **Avi Subban**

Pioneer DJ

AlphaTheta

CDJ-3000X

Professional DJ Multi Player



The AlphaTheta CDJ-3000X represents the pinnacle of professional DJ performance — a flagship player that redefines precision, power, and creativity for a new generation. With a multi-core processor, ultra-responsive jog wheel, and a high-definition display that brings waveforms to life, it delivers a seamless connection between artist and audience. Its integration with the OneLibrary format allows DJs to carry their entire prepared library across systems effortlessly, while the refined audio architecture ensures unmatched clarity and warmth.

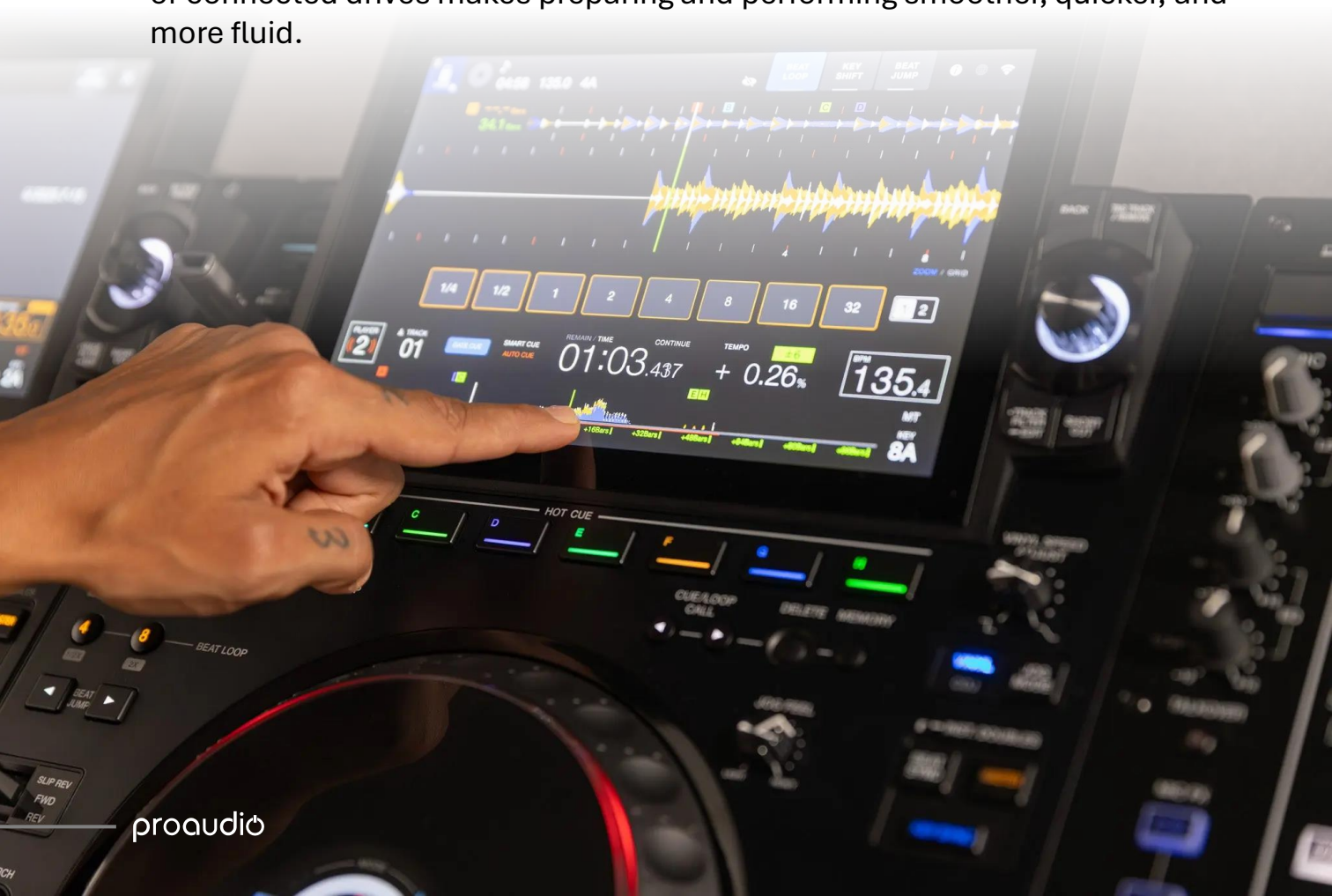
A Global Pro DJ's Perspective

When you talk about club standards, one name has always defined the stage — the CDJ. With the launch of the **AlphaTheta CDJ-3000X**, that legacy enters a new era. It's not just a player — it's the culmination of everything AlphaTheta has learned from decades of pushing the boundaries of performance, design, and technology.

The Evolution of a Legend

For professional DJs, the CDJ isn't just a tool — it's an extension of the artist. The CDJ-3000X continues that tradition with more power under the hood than ever before. A new multi-core processor drives faster loading, seamless waveform rendering, and unmatched responsiveness. Every element — from jog feel to on-screen detail — has been fine-tuned to remove barriers between thought and sound.

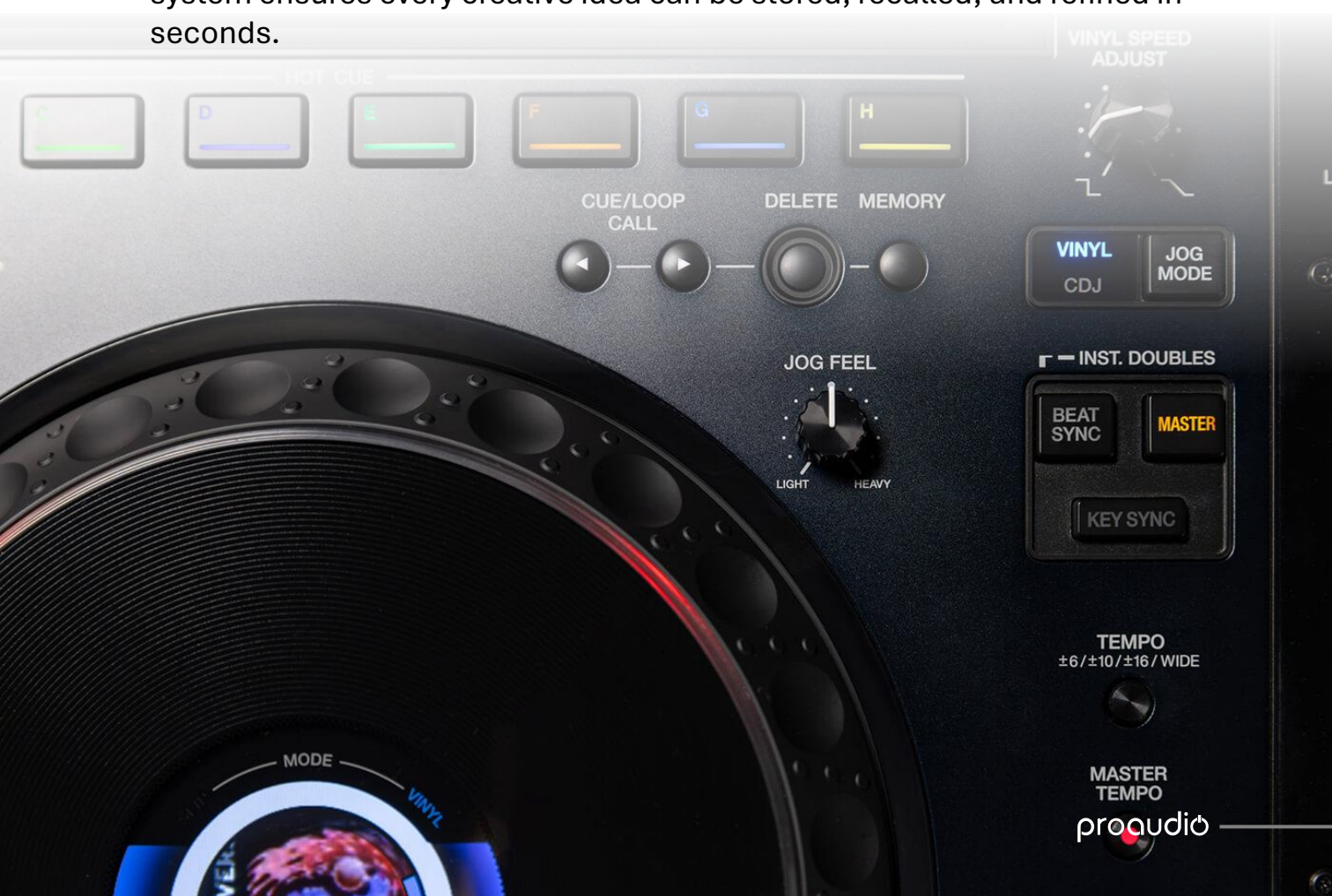
The new high-definition screen is more than just visual enhancement; it's a performance interface. Waveforms are sharper, colours richer, and navigation more intuitive. The ability to preview tracks directly from playlists or connected drives makes preparing and performing smoother, quicker, and more fluid.



A Global Artist's Take

At the AlphaTheta Experience Centre launch, VANCO — one of South Africa's most internationally acclaimed DJs and producers — demonstrated the CDJ-3000X in combination with the DJM-V10 mixer. His verdict was clear: "It's not just evolution — it's liberation. The response, the sound, the visuals — it all feels like a living instrument. You don't have to think about it; you just flow."

Across the globe, artists are echoing that sentiment. The new processor's stability means near-zero latency, giving DJs the confidence to perform instinctively. The enhanced Key Sync and Touch Preview features make harmonic mixing effortless, while the expanded cue and loop memory system ensures every creative idea can be stored, recalled, and refined in seconds.



Built for the Future

The CDJ-3000X is also the first flagship player designed with AlphaTheta's new OneLibrary integration at its core. DJs can now carry their entire library — complete with playlists, cue points, and beat grids — across systems and software without re-analyzing. For touring artists moving between studios, clubs, and festivals, this is a major breakthrough.

And for the next wave of performers, the 3000X bridges the gap between traditional USB workflows and network-connected ecosystems. With rekordbox CloudDirectPlay, track data and histories sync automatically, making back-to-back sets and multi-artist events simpler than ever.



Refined Sound and Feel

The 3000X isn't just about data and visuals — it's about sound. AlphaTheta has re-engineered its digital-to-analog circuitry to deliver greater depth, presence, and warmth, giving live performances the clarity and power they deserve. The new jog wheel mechanism feels smoother and more responsive, allowing intricate scratching and precision beatmatching to feel utterly natural.

As VANCO described after his performance, “When I’m mixing on the 3000X, it feels like I’m speaking directly to the crowd. The response is instant, the sound is pure, and every motion connects.”

The AlphaTheta CDJ-3000X isn't just another player; it's the professional benchmark for the next decade of performance. From intimate club booths to festival main stages, it delivers a level of power and reliability that inspires trust.





MINDSLASH

Straight out of Sofia's underground, **Mindslash** is proving that techno isn't just sound — it's storytelling. Known for his hard-hitting yet deeply emotional productions, the Bulgarian DJ and producer has built a loyal following through his signature mix of raw energy and melodic tension. As the founder of **Technogenix**, Mindslash transformed abandoned spaces and ship decks into 12-hour raves, creating a movement that celebrates the spirit of true underground culture.

Now, with his debut **two-track EP *Nightshift*** on **Set About**, Mindslash takes his sound global — blending real-life recordings from his late-night shifts with pounding rhythms and cinematic depth. It's a release that captures both the grind and the glory of chasing a dream, turning the hum of machines and the beep of cash registers into something powerful enough to move a dancefloor.

In this interview, Mindslash opens up about the journey from warehouse raves to international recognition, the emotion behind *Nightshift*, and how transforming everyday noise into music became his ultimate form of self-expression.

TURNING NOISE INTO EMOTION



Mindslash, it's great to have you with us. You've been steadily carving out your own space in the Bulgarian techno scene, from founding the Technogenix event series to performing at some of the country's most respected clubs and festivals. For those who may be discovering you for the first time, can you share a bit about your journey into electronic music and how your sound has evolved along the way?



My passion for electronic music started very early. I grew up listening to drum & bass and was fascinated by how this music breaks rules and creates its own world — for me it was a way to escape reality and build one of my own.

When I was 15, I went to the seaside with friends, and they managed to sneak me into a techno club. It was my first real club experience and I'd never felt so alive — it was like finding myself.

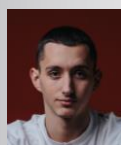
Back home, I started taking DJ lessons, and after finishing the course I didn't wait around. At 16 I launched Technogenix and organised my first 12-hour rave in an old factory in Sofia.

Since then I've been building on that momentum: releasing music, performing at clubs across Bulgaria and shaping my own style a rough but melodic, peak-time techno sound that reflects my journey.





Along this journey, you've already had some remarkable moments. Looking back so far, what have been some of the key highlights or milestones that stand out for you as an artist?



There have been a few moments that really stand out for me. My first international gig in Hungary was a huge milestone, not only because I got to play outside Bulgaria, but also because I met and connected with some amazing producers there and started working on collaborations.

2025 has honestly been my best year so far. Playing at Street Parade in Veliko Tarnovo in front of thousands of people was surreal, seeing that many faces moving to my music gave me a huge boost of motivation.

And another big highlight is my upcoming release on Set About, which is one of my favourite labels, having my music to come out there feels like a dream and a real step forward in my career.

SP You'll be making your debut on *Set About* on September 26th with your brand new two-track EP *Nightshift*, which feels deeply personal, especially with its connection to your own experience working late hours. How did those challenging moments outside the studio influence the creative process behind this release?



Nightshift is very personal to me because it was inspired by a real part of my life. While working late hours, I started recording little sounds from the shop, the machines, doors, beeps, the cash desk, anything that caught my ear. Those shifts were exhausting but also gave me space to think and develop ideas in my head.

Back in the studio, I took those recordings, spent a lot of time designing them, and created the track 'Nightshift.' All the tension, the isolation, and the strange bursts of energy at 3 a.m. naturally came out in the music.

That's why the EP feels dark, energetic, and emotional at the same time; it's essentially the soundtrack of that period of my life.

SP You even went as far as recording the sounds of fridges, cashier beeps, and the shop environment around you to build *Nightshift*. How did you take those raw, everyday noises and transform them into something that carries so much power on the dancefloor?



I've always loved taking unexpected sounds and turning them into something musical. While working night shifts I was constantly surrounded by noises, the hum of fridges, the rhythm of cashier beeps, doors closing, machines starting up. I started recording them on my phone, almost like collecting little textures.

Back in the studio I treated them like instruments: chopping, stretching, pitching, layering, and processing them with effects until they became grooves, percussion hits, or atmospheric beds. That process gave the track a unique pulse, you can still feel the rawness of the shop environment, but on the dancefloor it hits with energy and power.

For me that's what *Nightshift* is about: transforming everyday noise into something alive and emotional.

SP The EP also shows two distinct sides of your artistry: the darker intensity of Nightshift and the more emotional, melodic flow of Embrace. Was it important for you to capture that duality, and what do these tracks say about where you are musically right now?



Yes, showing that duality was important to me. Nightshift represents the darker, more intense side of my sound, the raw energy, the pressure, the late-night atmosphere I'm living in.

Embrace, on the other hand, is more emotional and melodic. It carries a sense of release and lightness after the tension, almost like a moment of hope.

Together they reflect where I am musically right now: I love powerful, peak-time techno, but I also need melodies and emotion to tell my story. This EP shows both sides of me and the direction I'm taking as an artist.

SP This release also marks your debut on Set About, a label known for pushing forward-thinking techno. What does signing this EP with them mean to you, and how do you feel it represents this next step in your career?



Releasing on Set About is a huge milestone for me. It's a label I've admired for a long time because of how consistently they push forward-thinking techno and support artists who bring something fresh to the scene. Having my debut EP come out there feels like recognition of the path I'm on and the sound I've been shaping.

For me it's not just a release, it's a statement about where I'm heading next: more ambitious projects, bigger stages and connecting with a wider audience while staying true to my style.





How has the reaction been when you've played these tracks out to crowds, and did the energy on the dancefloor match what you envisioned in the studio?



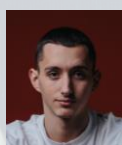
The reaction has been amazing. When I first started testing both tracks in my sets, I was a bit nervous because they're so personal and have a specific mood.

But from the first drops I could feel the energy in the room shift: Nightshift brings this dark, hypnotic tension that really locks people in, while Embrace gives them a lift and a sense of release.

Seeing that the crowd responded exactly how I imagined when I was in the studio has been surreal. It's the best feeling to watch something you created in isolation translate into a shared moment on the dancefloor.



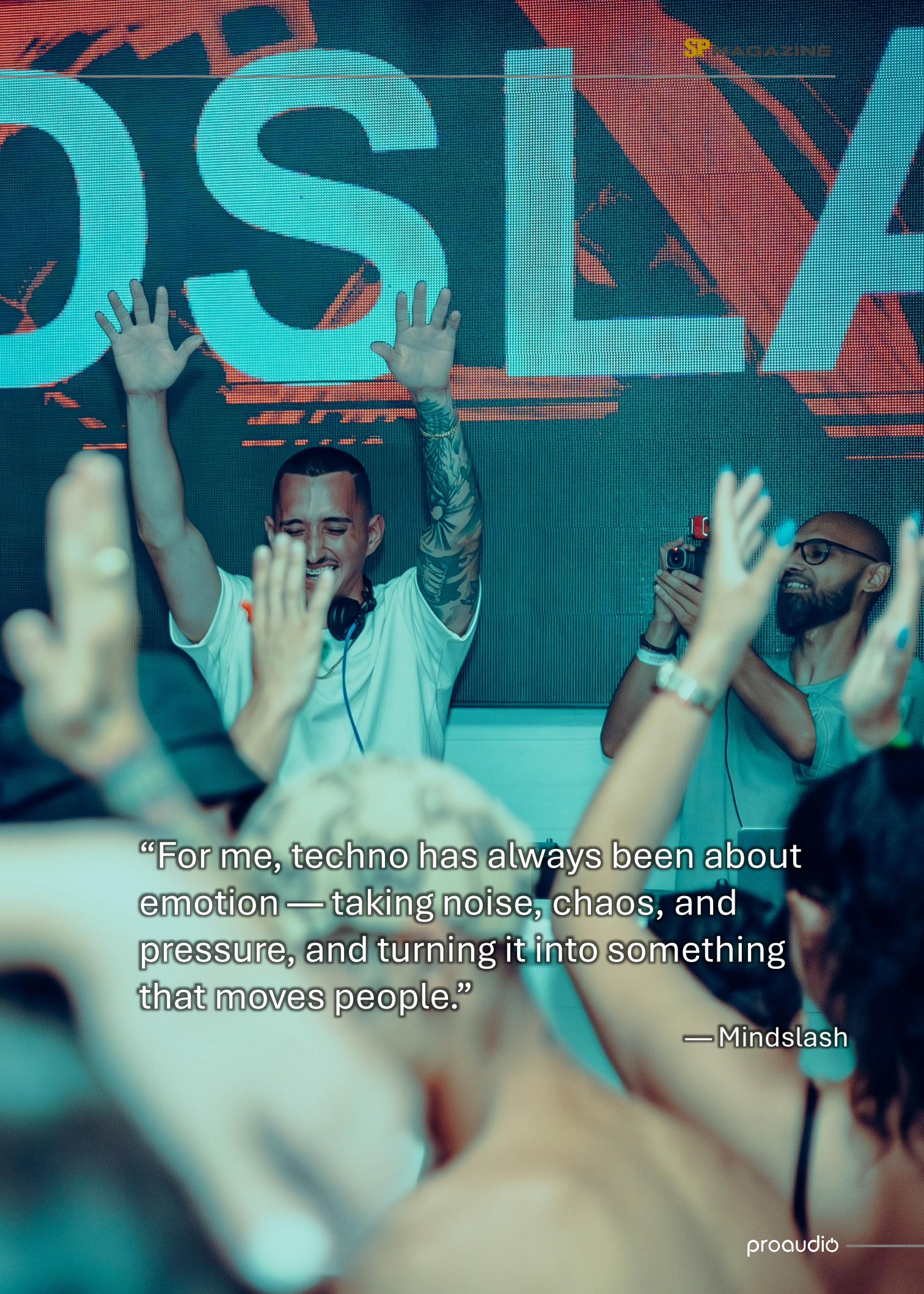
With Nightshift now set to drop on September 26th, fans will be eager to know what's next. Can you share what the future holds for you - whether that's upcoming projects, collaborations, or events you're most excited about? Any plans to Visit South Africa?



I'm in a really creative phase right now and working on a few big projects. At the moment I can only reveal that one of them is my own label and a new event concept, It's a huge thing that I've wanted to do for a long time.

There are also some exciting collaborations and gigs in the pipeline, but I have to keep those under wraps for now.

As for South Africa, I'd absolutely love to play there. Nothing is confirmed yet, but it's definitely on my list and I'm hoping the right opportunity comes soon.



“For me, techno has always been about emotion — taking noise, chaos, and pressure, and turning it into something that moves people.”

— Mindslash

THE POWER

of PowerWorks Artemis Series Speakers





The PowerWorks Artemis Series stands as a testament to the blend of technology and design that modern sound reinforcement requires.

These speakers offer not just outstanding audio performance but also the durability and versatility needed for both on-the-road applications and fixed installations.

With their robust construction, powerful output, and sleek design, the Artemis Series speakers are equipped to elevate any audio experience, making them a prime choice for audio professionals seeking reliability and high performance in their sound systems.



The quest for clarity, power, and versatility leads many to the PowerWorks Artemis Series.

This exceptional lineup of active plywood enclosures is engineered to deliver superior audio performance, offering a suite of features that cater to both mobile and installed sound systems.

With models ranging from 12 to 18 inches, the Artemis Series stands out for its high-definition sound and flexible applications.

Dynamic Audio Performance

The Artemis Series is synonymous with high-definition audio. Equipped with high-power woofers and compression drivers, these speakers deliver crystal-clear sound across a broad frequency range. The bi-amped active configuration, which includes Class-D amplification for low frequencies and Class-AB for highs, ensures efficient power handling and a robust sound profile.



This setup provides a peak power of 1200W and 600W RMS, pushing sound performance to impressive levels of clarity and volume.

Designed for Durability and Aesthetic Appeal

Beyond their sound capabilities, the Artemis speakers are designed with practicality and aesthetic appeal in mind.

The enclosures are crafted from sturdy plywood, ensuring durability and resistance to the rigors of both touring and fixed installations. Finished with black anti-scratch paint and featuring a sleek, minimalist design, these speakers not only sound great but also look professional in any setting.

Versatility in Installation

Flexibility is at the core of the Artemis Series, with various mounting options to suit different needs. Whether you need to fly the speakers vertically or horizontally, mount them on a tripod, or use them as stage monitors, the Artemis speakers are up to the task.

Subwoofers That Complement

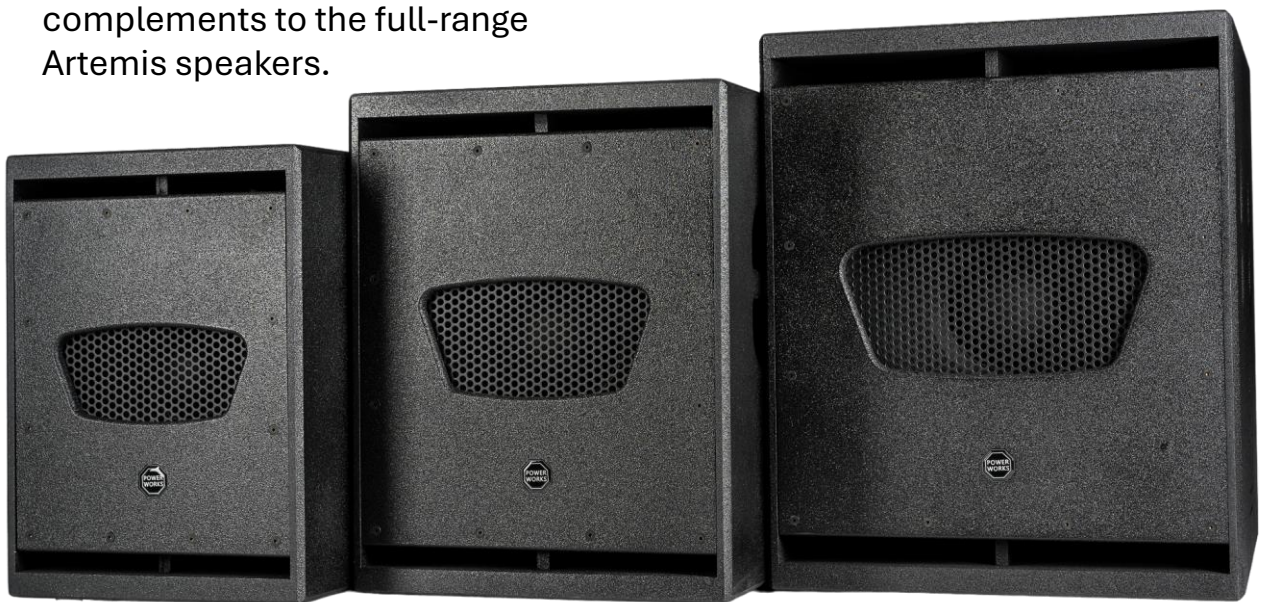
The series also includes powerful subwoofers like the Artemis 12SB, 15SB, and 18SB, each designed to enhance the bass response effectively. These subwoofers are equipped with high-excursion woofers and sophisticated DSP controls, allowing for detailed audio tailoring.

The sturdy enclosures and advanced amplification ensure that these subs can handle intense low frequencies without distortion, making them perfect complements to the full-range Artemis speakers.

Ease of Use and Connectivity

The Artemis Series is user-friendly, featuring graphic back-lit DSP displays for easy configuration. Inputs include combo XLR mic/jack and stereo 3.5mm jack, accommodating a wide range of audio sources.

An onboard mixer and balanced XLR output facilitate seamless integration of multiple speakers or an active subwoofer, ensuring that setting up a coordinated sound system is straightforward and efficient.



Their versatility makes them ideal for a range of applications, from live concerts and events to permanent installations in venues.



audio-technica

ATH-M50x



The Audio-Technica ATH-M50x

Professional Monitor Headphones

The Audio-Technica ATH-M50x stands out as a beacon of quality and versatility. Famed for its critically acclaimed sonic performance, the ATH-M50x has carved a niche for itself among audio engineers, professional musicians, and audiophiles alike. Let's explore why this model is revered as a top-tier choice for various listening needs, from studio tracking to casual music enjoyment.

Exceptional Audio Fidelity

The core of the ATH-M50x's prowess lies in its proprietary 45 mm large-aperture drivers equipped with rare earth magnets and copper-clad aluminum wire voice coils. This setup ensures that users experience exceptional clarity across an extended frequency range, complemented by deep, accurate bass response.

Whether you're mixing a track in the studio or getting lost in the beats of your favorite album, these headphones deliver professional-grade audio that meets the demands of the most discerning ears.

Designed for Comfort and Isolation

Professionals spending long hours in the studio will find the ATH-M50x's design focused on comfort and functionality. The circumaural design helps contour around the ears, providing excellent sound isolation in noisy environments—a must-have feature for both studio recording and DJ monitoring. Moreover, the professional-grade material used for the earpads and headband not only enhances durability but also ensures comfort during extended use.

Versatility and Portability

Understanding the dynamic needs of modern audio professionals and enthusiasts, Audio-Technica has designed the ATH-M50x to be as adaptable as it is excellent. The 90° swiveling earcups facilitate easy, one-ear monitoring, essential for DJs and live performers. Additionally, the headphones are collapsible and come with a protective carrying pouch, making them ideal for musicians and music lovers on the go. The inclusion of three detachable cables—ranging from coiled to straight—allows users to customize their setup according to their mobility and space requirements.

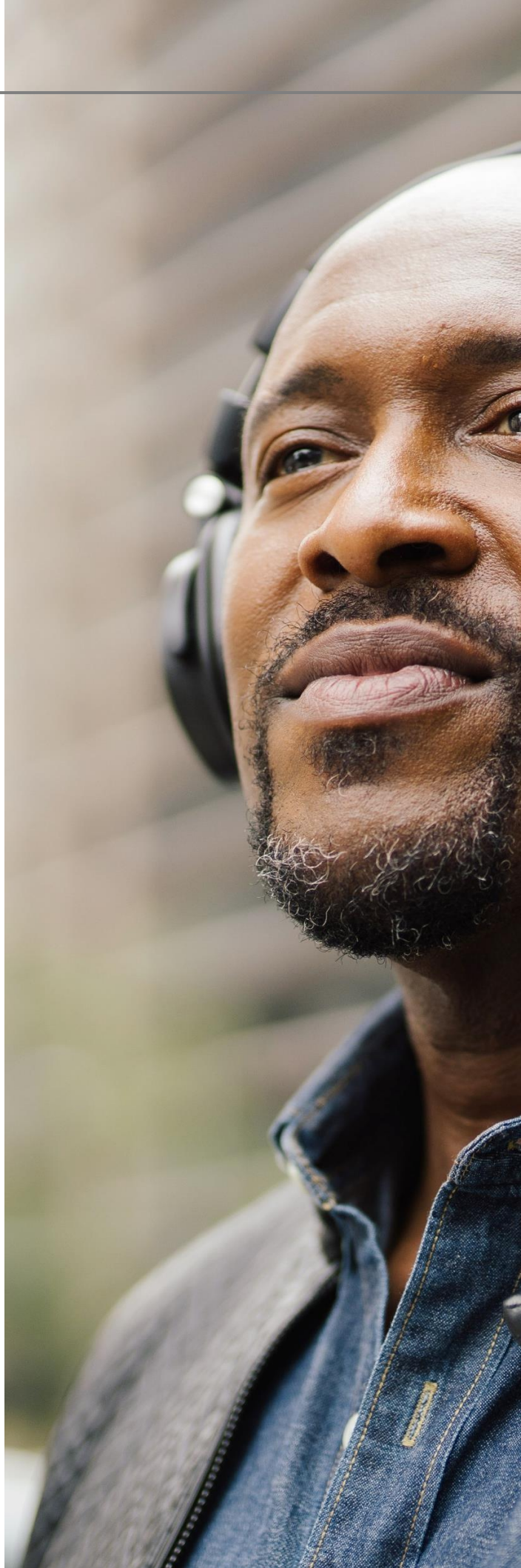
For the Studio and Beyond

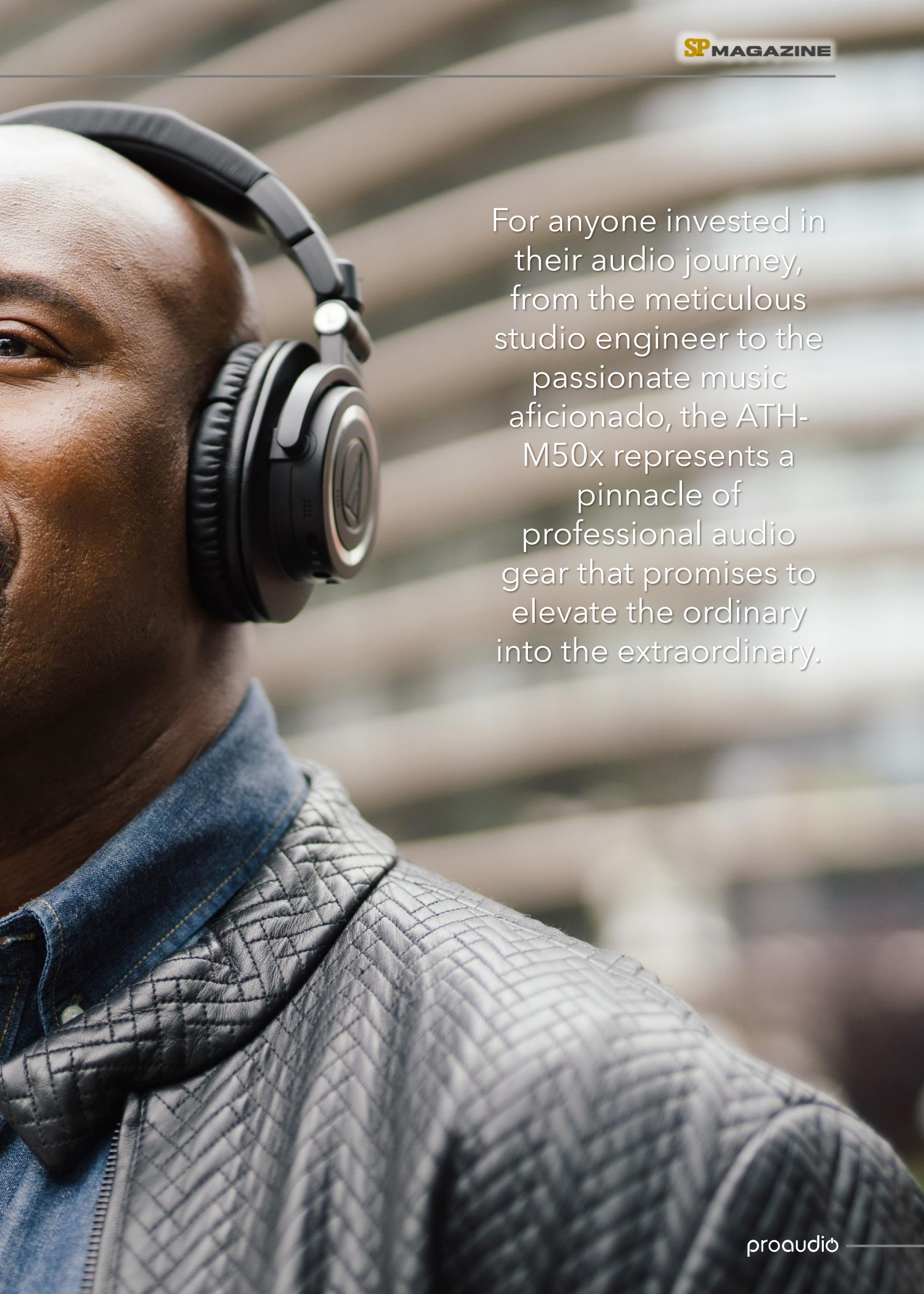
The ATH-M50x is not just a tool for professional audio engineers. Its clear, detailed sound profile and robust construction make it equally suitable for personal listening.

Music enthusiasts will find these headphones a worthwhile investment, bringing out the nuances in tracks that are often lost in less capable headphones. Whether you're revisiting a classic album or exploring a new artist's mixtape, the ATH-M50x enriches the listening experience with its unrivaled audio reproduction.

The Audio-Technica ATH-M50x Professional Monitor Headphones offer a perfect blend of high-fidelity sound, user-centric design, and durable construction, making them a top choice for anyone serious about their audio experience.

Whether you are a professional looking for reliable studio headphones or a music lover in pursuit of the best sound quality, the ATH-M50x is tailored to exceed your expectations and enhance your audio world.





For anyone invested in their audio journey, from the meticulous studio engineer to the passionate music aficionado, the ATH-M50x represents a pinnacle of professional audio gear that promises to elevate the ordinary into the extraordinary.

 audio-technica

NEW

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AT-LP70XBT

Fully Automatic Wireless
Belt-Drive Turntable



Plays 33-1/3 and
45 RPM Records



Wireless or Wired
Connectivity



Fully Automatic
Operation



AT-VM95 Series
Replaceable/Up-
gradable Stylus

The AT-LP70XBT Automatic Wireless Turntable is the perfect beginner turntable for those beginning their audiophile journey. Combining the experience of warm, analog audio with the convenience of Bluetooth® technology, you can listen to your vinyl over Bluetooth-enabled speakers, headphones, or other devices, including those that support the high-quality Qualcomm® aptX™ Adaptive audio codec.



Easy to Use

Equipped with Bluetooth wireless technology for simple connection to powered speakers and headphones, the AT-LP70XBT plays 33⅓ and 45 RPM records automatically at the press of a button. And since the J-shaped tonearm features an integrated AT-VM95C cartridge there's no installation, balancing or other tonearm setup required.



Introducing the Proaudio DJ & Music Production Training Academy

Officially Authorized by  AlphaTheta

VM-50
ACTIVE MONITOR SPEAKER

DSP CONTROL

LOW HIGH

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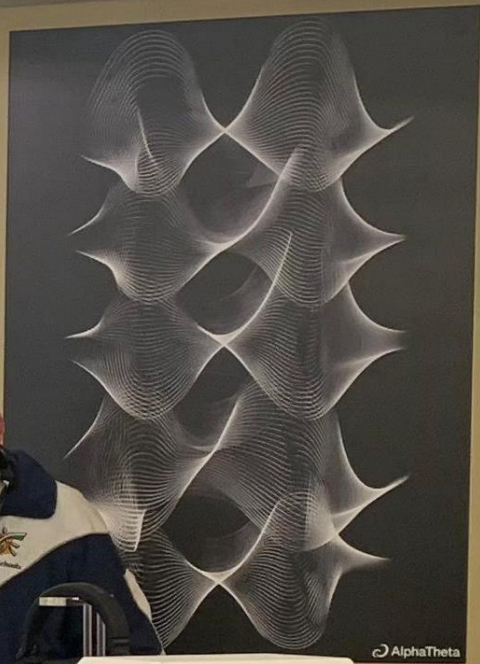
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DJ & MUSIC PRODUCTION

TRAINING ACADEMY

AUTHORISED BY AlphaTheta

Unlock your potential

at South Africa's premier training hub for DJs, producers, and audio professionals. At Proaudio DJ & Music Production Training Academy, we combine elite mentorship with hands-on access to cutting-edge Pioneer DJ and production gear—all inside Proaudio's AlphaTheta experience centre.

DJ COURSES

- ▶ Beginner Course - Beginner DJ Course
- ▶ AlphaTheta Pack - Pro DJ Course
- ▶ RekordBox Masterclass - Top-Up Course
- ▶ DJ Branding - Top-Up Course
- ▶ On-the-Go - Mobile DJ

MUSIC PRODUCTION COURSES

- ▶ Essentials - Foundation Level
- ▶ Sound Architect - Progressive Level
- ▶ Sound Master - Advanced Level

Pioneer DJ

choose your course

SCAN ME

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Are you ready with the right company?

1. Beginner DJ Course

This is the perfect entry point for anyone brand-new to DJing. The course is designed to take complete beginners through the basics of equipment setup, beatmatching, mixing, and song selection. Students gain confidence behind the decks, learning how to create smooth transitions and understand the fundamentals of DJ performance. By the end, you'll be ready to play your first proper set — whether at home, for friends, or at small events.

👉 **Who it's for:** Absolute beginners with no prior DJing experience.

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TRAINING ACADEMY
AUTHORISED BY AlphaTheta

BEGINNER COURSE

BEGINNER DJ COURSE

The Beginner Course at Proaudio DJ & Music Production Training Academy is the perfect entry into DJing. Designed for beginners, it combines one-on-one mentorship with hands-on training on Pioneer DJ gear. In eight weeks, you'll learn to mix, record a final set, and start building your DJ brand.

8 Weeks 8 Modules
Private 1-on-1 sessions
Official Proaudio & AlphaTheta Certification

R3500
once-off (included mentorship, certification, in-studio access, final recorded set)

HPW-4000
Receive a set of DJ HEADPHONES when you enroll!

Proaudio's AlphaTheta experience centre.

Enroll Today!

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2. Pro DJ Course

Built for DJs who already have some experience, this course is the next step towards professional-level performance. Covering advanced mixing techniques, creative use of effects, looping, hot cues, and playlist management, the course also explores the mindset and discipline needed to perform like a pro. Taught on industry-standard AlphaTheta gear, students learn to refine their sound, build crowd energy, and prepare for bigger gigs.

👉 **Who it's for:** DJs with some background knowledge who want to sharpen their skills and move toward professional opportunities.

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TRAINING ACADEMY
AUTHORISED BY AlphaTheta

AlphaTheta Pack

Designed for beginners and aspiring pros alike, this 8-week, hands-on program equips you with the technical skills, creative artistry, and industry know-how to perform confidently in any setting. You'll train on world-class Pioneer DJ gear in a professional studio, receive personalised mentorship, and graduate with an industry-recognised certificate and a polished recorded set to launch your DJ career.

PRO DJ COURSE

8 Weeks 12 Modules
Private 1-on-1 sessions
Official Proaudio & AlphaTheta Certification

Proaudio's AlphaTheta experience centre.

Train on
AlphaTheta
Pioneer DJ
Gear & RekordBox 7 Software.

R6500
once-off (included mentorship, certification, in-studio access, final recorded set)

HPW-5000
Receive a set of DJ HEADPHONES when you enroll!

Enroll Today!

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TRAINING ACADEMY
AUTHORISED BY AlphaTheta

REKORDBOX
TOP-UP COURSE

The Rekordbox Masterclass is a specialized course for DJs to master their setup and digital workflow. Covering everything from library organization to advanced performance prep, it helps artists streamline sets, harness Rekordbox's latest features, and elevate their skills for today's music industry.

4 Weeks 4 Modules
Private 1-on-1 sessions
Official Proaudio & AlphaTheta Certification
Prior DJ experience required.

Proaudio's AlphaTheta experience centre.

R1500
once-off (included mentorship, gear access, certification & final recorded set)

Enroll Today!

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3. Rekordbox Top-Up Course

Stay sharp with the latest features and workflows in rekordbox. This course gives DJs a focused update on library management, performance modes, and integration with streaming and cloud services. Perfect for anyone who wants to maximize rekordbox's full potential and keep their sets running seamlessly.

Who it's for: DJs already using rekordbox who want to improve speed, creativity, and efficiency.

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TRAINING ACADEMY
AUTHORISED BY AlphaTheta

DJ BRANDING
TOP-UP COURSE

The DJ Branding course helps DJs craft a professional identity, build standout EPKs, and grow a social media presence that drives results. Designed to boost bookings, agency pitches, and brand recognition, it equips you with the tools to thrive in today's music industry.

4 Weeks 5 Modules Private 1-on-1 sessions
Official Proaudio & AlphaTheta Certification

Extra Benefits:
Create a compelling, professional identity. Build a standout EPK (Electronic Press Kit) and develop a social media presence.

LEVEL:
Beginner - Pro
no prior DJ experience required

R1500
once-off (included mentorship, certification, in-studio gear access and final recorded set)

Enroll Today!

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4. DJ Branding Course

Being a DJ isn't just about the music — it's about building a brand. This course covers everything from creating a unique identity and stage presence to managing social media and marketing yourself effectively. Learn how to stand out in a crowded scene and attract more gigs by telling your story the right way.

Who it's for: DJs serious about turning passion into a professional career.

5. On the Go - Mobile DJ Course

Mobile DJs need more than mixing skills — they need to handle live events, setup, and logistics like pros. This course covers equipment setup for weddings, parties, and corporate events, how to manage sound across different venues, and tips for delivering unforgettable experiences every time.

👉 **Who it's for:** DJs wanting to expand into mobile gigs or sharpen their event skills.

6. Essentials - Starter Music Production Course

Start your production journey with the fundamentals. Learn the basics of DAWs, MIDI, audio recording, and beat creation while building your first tracks step by step. By the end, you'll have the skills to create structured songs and understand the core workflow of modern music production.

👉 **Who it's for:** Beginners looking to start making music from scratch.

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TRAINING ACADEMY
AUTHORISED BY AlphaTheta

Sound Architect

PROGRESSIVE LEVEL

8 Weeks 10 Modules Private 1-on-1 sessions
Official Proaudio & AlphaTheta Certification

R6500
once-off (included mentorship, certification, in-studio access, final project exported)

Create & Export your own professional mixed track!

HPW-5000
Receive a set of DJ HEADPHONES when you enroll!

Proaudio's AlphaTheta experience centre.

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Enroll Today!

7. Sound Architect - Music Production Course

Take your productions to the next level. This course focuses on arrangement, sound design, layering, and mixing techniques to give your tracks more depth and polish. You'll develop your own creative workflow and learn how to shape music that truly connects.

Who it's for: Producers with some experience who want to refine their sound and grow creatively.

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TRAINING ACADEMY
AUTHORISED BY AlphaTheta

SOUND MASTER

ADVANCED LEVEL

8 Weeks 12 Modules Private 1-on-1 sessions
Official Proaudio & AlphaTheta Certification

The Advanced Production course at Proaudio DJ & Music Production Training Academy is for experienced producers aiming to refine their craft, push creativity, and create release-ready tracks. Taught in a professional studio with 1-on-1 mentorship, it covers advanced sound design, arrangement, mixing, and mastering using cutting-edge tools.

Master your craft!

Proaudio's AlphaTheta experience centre.

R8500
once-off (included mentorship, certification, in-studio access, final project exported)

Enroll Today!

HPW-5000
Receive a set of DJ HEADPHONES when you enroll!

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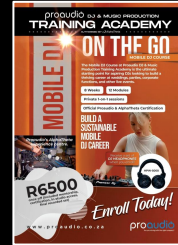
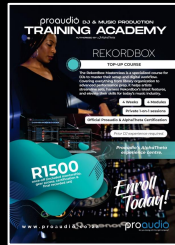
Sound Master - Advanced Music Production Course

Designed for serious producers aiming for professional results. Dive into advanced mixing and mastering, industry-standard plugins, and release preparation. The course equips you with the skills to create radio-ready, label-quality music and confidently share it with the world.

Who it's for: Experienced producers ready to achieve professional polish and mastery.

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Pioneer Dj  **AlphaTheta**

 **audio-technica** **dBTechnologies**



MIDAS



SONANCE
BEYOND SOUND

 **Turbosound®**



ENOVA TANNOY

LAB.GRUPPEN  **SOUND TOWN**

Blackstar®
AMPLIFICATION

Carry-on

Epiphone *Gibson®*

KRAMER
Guitars

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