

proaudio

8th Edition | August 2024

Sound PRESS

Are you mixing with the right company?

THIS MONTH WE FEATURE:

XDJ-1000MK2 Multi-Player | Hot Pink Guitar
| HK Audio SONAR | Blackstar Debut 100R

Pioneer Dj


MUSICEx
#MUSICMOVES

GET THE SCOOP!

WOMEN'S MONTH

As we celebrate Women's Month, we recognize and honor these incredible women and many others who have contributed to the rich tapestry of South African music.

- ✓ **SHINING STARS**
- ✓ **TRAILBLAZERS ABROAD**
- ✓ **RISING STARS**
- ✓ **PIONEERING FEMALE DJS**
- ✓ **INDUSTRY LEADERS**

INTERVIEWS WITH: SJ NICHOLSON, TAYA BRADSHAW, JULEE, REFILWE

LEGENDS

live amongst us!



WELCOME

to the AUGUST 2024 EDITION
of
proaudio
Sound Press Magazine!

This month, we are excited to feature some of the most anticipated highlights from the Musicex Expo, including exclusive coverage of Pioneer DJ and Alphatheta's groundbreaking innovations.

As we celebrate Women's Month, we are honored to spotlight inspiring women in the music industry, sharing their stories and contributions that continue to shape the soundscape.

In this special edition, we pay tribute to the incredible women in South Africa's music industry, acknowledging their achievements across various roles. From artists and producers to engineers and promoters, these women have made significant impacts, and we are proud to tell their stories.

We are also thrilled to showcase some fantastic new products, including the Pioneer DJ XDJ-1000MK2, the vibrant Kramer Focus Guitar in hot pink, and the latest Debut 100R. These cutting-edge tools are sure to elevate your musical journey.

A special thanks goes out to Fame Productions for their exceptional photography, videography, and digital marketing services. We also extend our gratitude to Orbitview for the incredible experience of their 360-degree photographic booth at MusicEx.

HAPPY READING!

Proaudio Sound Press Team

sound PRESS

PUBLISHER Proaudio (+27) 011 608 2099

DIRECTOR Joss Pack (ext. 17)

SALES MANAGER Justin Nel (ext. 14)
PRO SALES Gareth J Roberts (ext. 15)

INTERNAL SALES Ivor Pack (ext. 16)
INTERNAL SALES Matthew Huma (ext. 27)

EXTERNAL SALES Sarel Ras (ext. 20)
EXTERNAL SALES Richard Theunissen (ext. 21)

COMMERCIAL SALES Aadil Matwadia (ext. 23)

ACCOUNTS Deanne Keiser (ext. 29)
ACCOUNTS Leanne Cohen (ext. 11)

SERVICE MANAGER Pieter Preller (ext. 13)
SPARES Brandon Schmidt (ext. 24)

RECEPTION Nathon Schmidt (ext. 12)

MARKETING Elster Pieterse (ext. 19)
MARKETING Teagan Cousins (ext. 19)
MARKETING Daniel J Bungay (ext. 18)



YouTube



SUBSCRIBE

Product Library

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.

AUGUST 2024 | **sound**press

CONTENTS

proaudio
soundpress | AUGUST 2024

EPIC INSIGHTS..

06

MusicEx

Showcasing Innovation and Excellence at the MusicEx Festival

16

LORD of the NORD

Insights from South Africa's Leading Music Ambassador

20

Fame Productions

Showcases Skill at MusicEx 2024 on Behalf of Proaudio.

24

Orbitview

Live life in 360 degrees

42

Innovative Sound Solutions

Powersoft's T Series amplifier platform, renowned for its efficiency, flexibility, and performance, is now enhancing the audio experience at the CROSSOVER store.

Womens Month

Honoring Female Pioneers in the Music Industry



Pioneer Dj



26



XDJ-1000MK2

The Pioneer DJ XDJ-1000MK2 represents a significant leap forward in the world of professional DJ equipment.

PROAUDIO GEAR..

30

AT-LP70XBT

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

34

Kramer Focus VT-211S

HOT PINK

An electric guitar that combines eye-catching aesthetics with dynamic performance.

36

Debut 100R

The Blackstar Debut 100R is a simple and elegant, no fuss analogue alternative to entry level digital modelling amplifiers.

40

The Ultimate Audio Duo

HK Audio has introduced an exceptional addition to their lineup with the SONAR 115 Xi and SONAR 115 Sub D.

46

The Vocalist's Powerhouse

The Audio-Technica AE6100 microphone is designed for vocalists who demand assertive sound and uncompromising performance.

INTERVIEWS and STORIES..

56

SJ Nicholson

Pioneering African Music on a Global Stage

60

Taya Bradshaw

From beginner to prodigy

64

JULEE

International DJ Artist

70

Refilwe

Refilwe Thobga emerges as a dynamic and innovative DJ in the music Industry

76

Sphinx

Her story is a testament to the power of passion, dedication, and the relentless pursuit of one's dreams.




Pione



AlphaTheta Pioneer DJ

Showcasing Innovation and Excellence at the MusicEx Festival



Imagine walking through a vibrant, rhythmic universe where every beat, chord, and melody speaks to your soul.

On the 26th of July to 28th of July, the Gallagher Convention Centre hosted the MusicEx Festival, bringing together music enthusiasts, talented DJs, and musicians from all over South Africa. The event served as a vibrant meeting place for those passionate about music to connect and celebrate their shared love for the art. From revolutionary Equipment that redefined sound to intimate workshops led by industry professionals, MusicEx was not just an event—it was a transformative experience for every music enthusiasts, DJ, Musician and professional in the music industry.

ARE YOU MIXING WITH THE RIGHT COMPANY?

Check out the latest gear on the Proaudio website.
www.proaudio.co.za

FREE

The festival was organized into distinct areas, including an Exposition hall, a Music lounge, and a Main stage where South Africa's favourite artists performed and showcased their remarkable talents.



PRIME CIRCLE



MANGO GROOVE



JEREMY LOOPS



MI CASA



JESSE CLEGG



FRANCOIS VAN COKE



MATTHEW MOLE

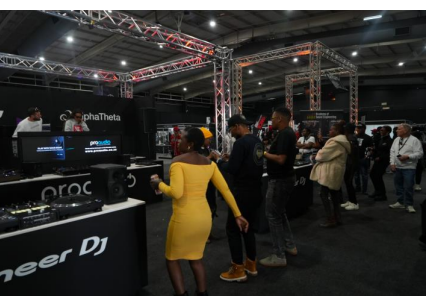


proaudio | #expo

Amongst the Exhibitors booths, AlphaTheta Pioneer DJ the trailblazer in the music industry, bought to you by Proaudio South Africa, explored the future of music and the magic that happens when creativity meets technology.



The booth was organized into distinct sections, one section showcasing the latest equipment from Alphatheta Pioneer DJ, attracting many enthusiasts of the art of DJing.

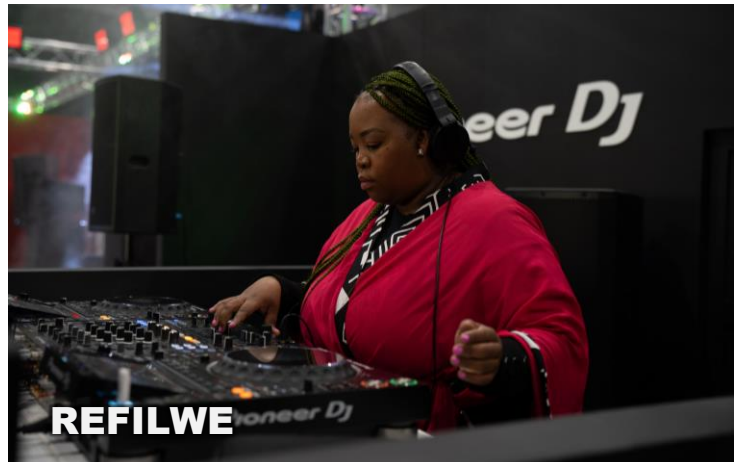


As well as seating lounge which featured a captivating light show, enhancing the experience for attendees who also had the chance to explore and admire ProAudios guitar collection, including Epiphone models and more, which were prominently displayed and greatly enjoyed by many.

AUGUST 2024 | **sound**press



In Addition to a fantastic display, Alphatheta Pioneer DJ had a Stellar DJ line up featuring artists like The Godfather, Pearl Thusi, Refilwe Thobega and DJ Luminyt, and many others. The Artists delivered an exceptional performance, captivating the audience and becoming the show stopper of the music expo.





DJ ABUTI DANKOO



proaudio #expo

ANDREW CROSS



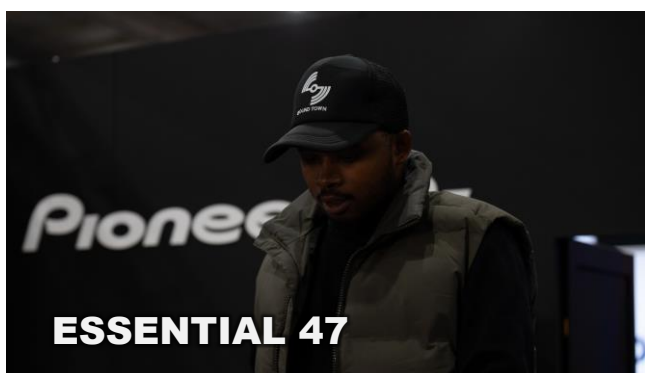
LESLIE SCHNUIR



DJ LUMINYT



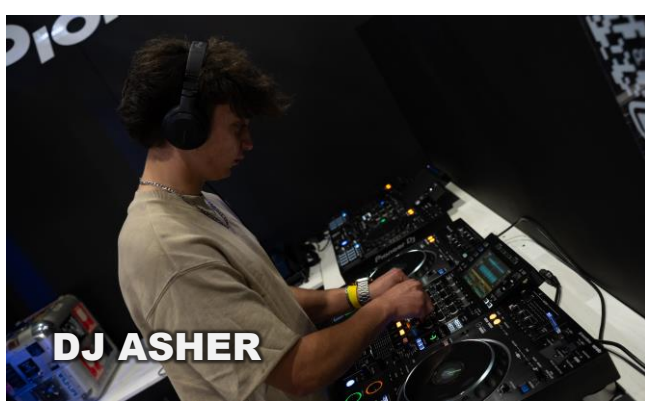
DJ DYLAN



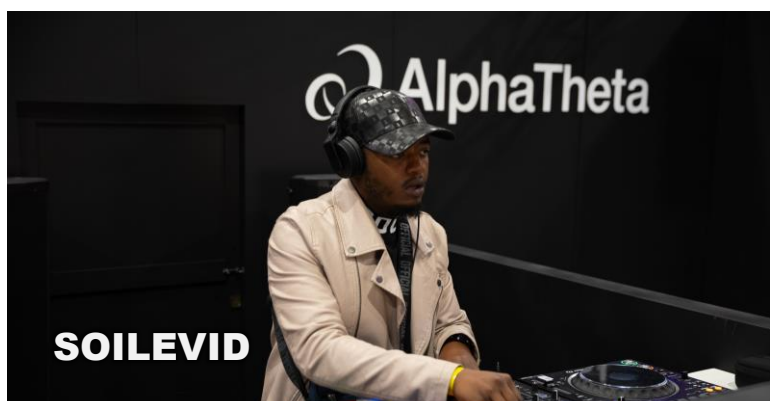
ESSENTIAL 47



SUBSYNDICATE



DJ ASHER



SOILEVID



DJ ELSTER



DJ JOY

Furthermore, Pioneer DJ and Proaudio sponsored one of South Africa's rapidly ascending DJs, Mpho Snowyte with state-of-the-art Pioneer DJ headphones HDJ-X5-K



JOSS PACK, DJ SNOWYTE, AND DJ ELSTER

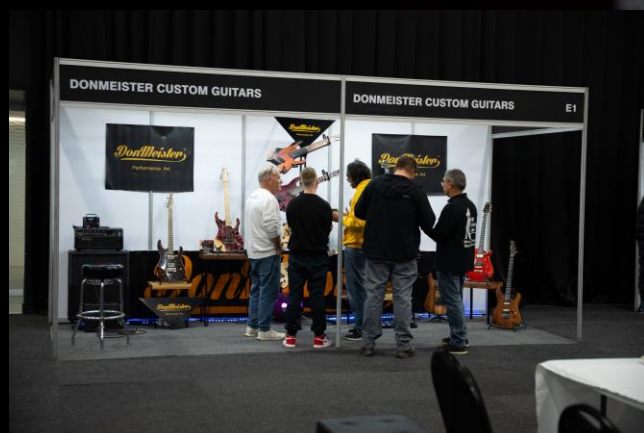


**MICHAEL-WILSON TROLLIP**

Additionally, the Pioneer DJ Booth welcomed the exceptionally talented Michael Wilson-Trollip, Ntsiki Ntsele, and Theo Pandazis who mesmerized the crowd with an outstanding performance on the Nord Stage 4 88 keyboard, demonstrating and promoting the versatility and power of this top-tier instrument.

**NTSIKI NTSELE****THEO PANDAZIS**

With South Africa's top artists, music enthusiasts, professionals, and innovators coming together under one roof, this year's expo truly became a harmonious celebration of groundbreaking discoveries and unforgettable performances.





And as the final notes fade we extend our deepest thanks to all who breathed life into this music expo. Your presence turned melodies into memories, and together we crafted a symphony of unforgettable moments.



Michael-Wilson Trollip

Showcasing Innovation and Excellence at



MUSICEx
#MUSICMOVES



nord stage 4



The LORD of Nord

Insights from South Africa's Leading Music Ambassador

An interview with **Michael-Wilson Trollip**

Proaudio Sound Press Magazine (PSPM): How old were you when you began playing and producing music?

Michael-Wilson Trollip (MWT): At the age of 8, the keys of a piano first captured my heart. By 10, armed with my first copy of Pro Tools, I ventured into the world of music production. This journey took a pivotal turn at 14 when I embraced Nord, a relationship that has flourished for the past decade. I have relentlessly pursued the mastery of the Nord keyboard line over the last 10 years and love the rich authentic sound and ease of customization that it provides.

PSPM: How did you discover Nord and why have you chosen to play on it?

MWT: I was fascinated to learn that Nord keyboards are the only ones hand-built in Sweden. This unique craftsmanship makes playing one feel like driving an expensive sports car.

PSPM: What are you currently working on? New songs? Any collaborations? Anything new?

MWT: I recently completed a few musical arrangements for David Kramer's show "Ver in die Wereld Kittie," currently being held at the newly opened theatre in Cape Town, Die Blik. Additionally, I've been performing with The Groove Missionaries at music festivals in Zimbabwe. During my time there, I recorded with Rob Burrell at his new studio in Harare.

Another significant milestone was doing all the keyboard sound design and programming for the hit musical Mamma Mia, a show that happened to be one of the most successful productions to ever hit the South African stages. I'm also currently scoring a documentary for The Pebbles Project's 20th anniversary celebration, which will be showcased at various film festivals.

In addition to my other projects, I am currently supervising music for Kyknet telenovelas, ensuring that each episode is enriched with compelling and memorable soundtracks. I'm also working on several upcoming movies for Showmax, where I aim to bring a fresh and innovative approach to their musical scores. This diverse range of work allows me to continuously refine my craft and contribute to the evolving landscape of South African film and television.

This unique c
makes playing
driving an exper





craftsmanship
g one feel like
nsive sports car.

PSPM: What would you classify your music style as and why have you chosen it?

MWT: Choosing a defining music style is challenging for me because my influences are so diverse, ranging from jazz greats like Oscar Peterson and Toots Thielemans to composers/arrangers like David Foster. I enjoy and work in a variety of genres, including funk, gospel, classical, jazz, rock, and pop.

With such a broad spectrum of interests, it's almost impossible to select just one style. As a composer for film and television, it's essential to be versatile and capable of working in various styles and genres. If a director wants a track to sound like a re-incarnation of a Beethoven Symphony set in a 1950s diner using only 2 octaves of an out-of-tune-piano - I have to figure out how to make it work!

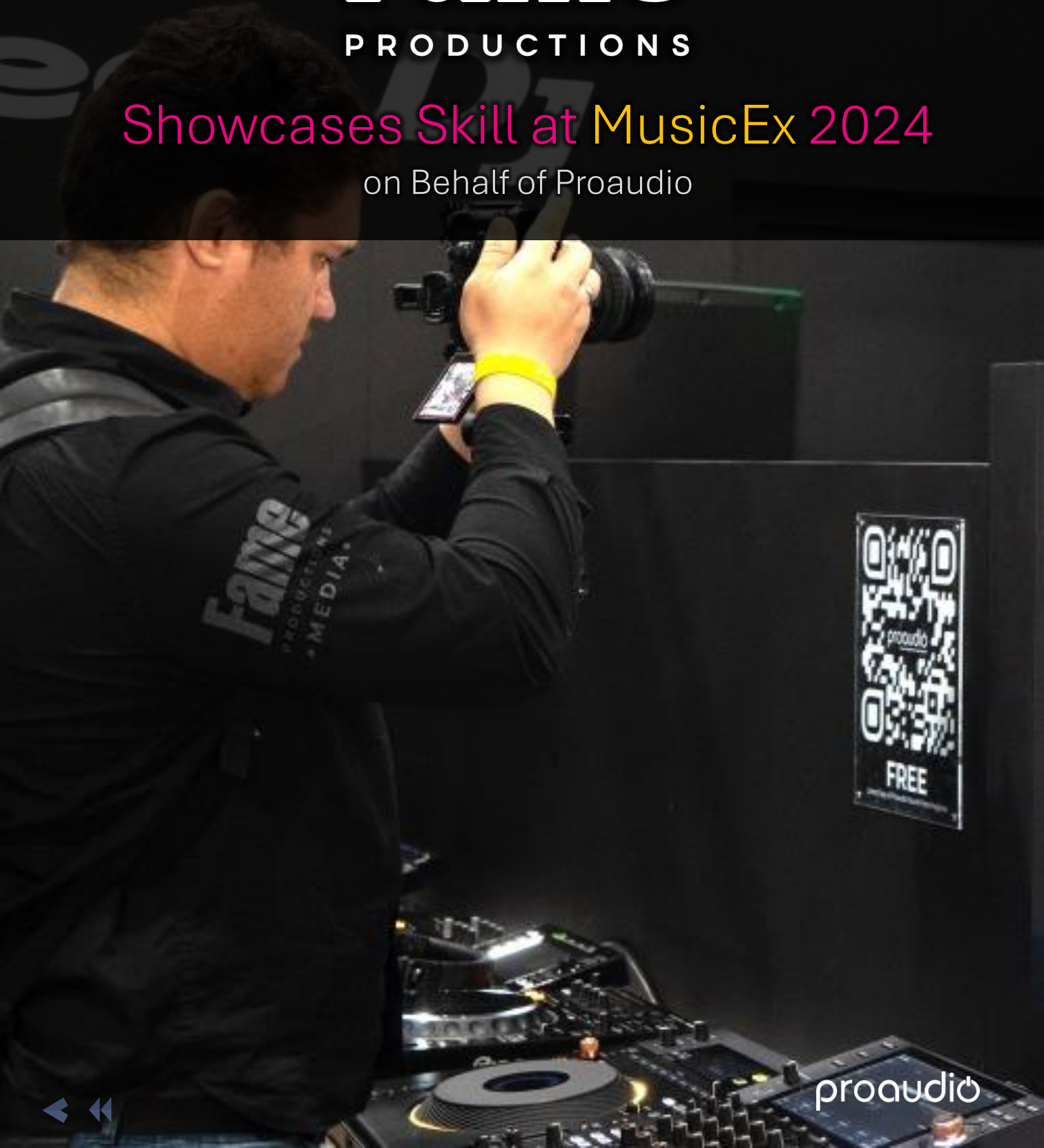
PSPM: What are your plans for the future regarding your music and your future with the Nord Brand?

MWT: I am passionate about incorporating the distinct and dynamic sound of Nord into my work. My goal is to ensure that the rich, versatile tones of Nord are a defining feature in all future movie and TV scores that come out of South Africa. By doing so, I hope to elevate the quality of our productions and showcase the unique sound of Nord to a wider audience.

Fame

PRODUCTIONS

Showcases Skill at MusicEx 2024
on Behalf of Proaudio





In the pulsating heart of South Africa's entertainment industry lies a beacon of innovation and creativity – **Fame Productions.**

Renowned for its unparalleled expertise in videography, photography, and digital marketing, Fame Productions has emerged as a cornerstone of excellence in the realm of visual storytelling and promotional services.

Fame CREATIVE

Fame
PRODUCTIONS
• MEDIA •

Fame WEDDINGS

This past weekend, from July 26-28, 2024, Fame Productions demonstrated its prowess at the MusicEx show, hosted at the **Pioneer DJ and Alphatheta booth** on behalf of Proaudio, the exclusive agent for these brands in South Africa. Their outstanding performance left an indelible mark on attendees and industry insiders alike.

A Show of Skill and Service Excellence

Fame Productions' participation at MusicEx was a showcase of their exceptional service and creativity. The booth, a hub of activity and excitement, highlighted the company's latest innovations in videography, photography, and digital marketing.

Attendees were treated to live demonstrations of cutting-edge filming techniques and captivating photography displays. The energy and creativity emanating from the booth captivated the audience, drawing in a diverse crowd of music enthusiasts, industry professionals, and aspiring artists.

Their meticulous attention to detail and commitment to delivering top-notch service were evident in every aspect of their presentation, reinforcing their status as a leader in the industry.

Representing Proaudio with Distinction

On behalf of Proaudio, the agent for Pioneer DJ and Alphatheta in South Africa, Fame Productions provided services that underscored their formidable reputation. Known for their work with prestigious brands like **Ferrari**, Fame Productions brought the same level of excellence to MusicEx.



Charl Brecher

A Conversation with the Maestro

In an exclusive interview with Media Innovator, Charl Brecher opens up about the transformative journey of Fame Productions, shedding light on the company's ethos, milestones, and aspirations for the future.

"At Fame Productions, our ethos is deeply rooted in the belief that every moment is a story waiting to be told," Charl remarks, reflecting on the core philosophy that drives the company forward. "Whether it's the joyous union of two souls or the electrifying energy of a live performance, our mission is to capture the essence of these moments in all their splendor and glory."

Vision for the Future

Looking ahead, Charl Brecher envisions a future brimming with limitless possibilities for Fame Productions. "Our goal is not just to meet expectations but to exceed them, every single time," he asserts with unwavering conviction.

With plans to further expand its footprint and diversify its offerings, Fame Productions is poised to continue pushing the boundaries of creativity and setting new benchmarks of excellence in the realm of visual storytelling and digital marketing.

Reach **FAME** here:



Email:

info@fameproductions.co.za

Contact:

082 745 7472

THANK YOU, **ORBITVIEW**

for Enhancing Our MusicEx Experience!

LIVE LIFE IN 360 DEGREES



We extend our heartfelt gratitude to 360 Orbitview for allowing us to use their exceptional 360 Orbitview booth at the MusicEx show this past weekend (July 26-28, 2024). The Pioneer DJ and Alphatheta booth benefited immensely from the dynamic and immersive experiences provided by 360 Orbitview, making the event truly memorable for all attendees.

What We Offer:

- **Event Coverage:** Perfect for weddings, corporate events, parties, and special occasions.
- **Interactive Experiences:** Guests can create memorable 360-degree videos that are easily shareable on social media.
- **High-Quality Production:** Utilising cutting-edge technology with additions like smoke machines, bubble machines, and laser lights for captivating videos.
- **Product Videos:** Showcase products in stunning 360-degree formats, ideal for social media promotion and increasing sales.

Why Choose 360 Orbitview?

- **Fully Inclusive:** Wheelchair accessible, recording groups of up to 8 people safely and comfortably.
- **Professional Service:** From setup to takedown, our fully staffed team ensures a seamless experience.
- **Customisable Options:** Tailored backgrounds, themes, props, and branding to fit your event's unique style.
- **Engagement:** Create buzz and excitement with a video experience that guests will talk about long after the event.

Reach **ORBITVIEW** here:



Email:
360@orbitview.co.za
Contact:
082 330 2650

Pioneer DJ



CD-Style design
High-resolution
LCD touch screen



XDJ-1000MK2
Performance DJ multi player

DIGITALLY REFOCUSSED

The Pioneer DJ **XDJ-1000MK2** represents a significant leap forward in the world of professional DJ equipment. Building on the foundation of its predecessor, this advanced multi player boasts enhanced usability, superior audio quality, and a range of features designed to amplify your DJ performances.

Digitally Refocused for Enhanced Usability

The XDJ-1000MK2 refines the user experience with an improved track browsing system and support for high-resolution audio formats such as FLAC and ALAC. These enhancements ensure that DJs can deliver exceptional sound quality and manage their music libraries more efficiently. The large jog wheel and 7-inch, full-color touch screen, inherited from the CDJ-2000NXS2, provide an intuitive and responsive interface.

Features like 8 Hot Cues and Quantize offer precise control over your mixes. DJs can prepare their sets using the rekordbox™ music management software or the rekordbox app, making it easier than ever to curate the perfect performance.

High-Resolution Audio for Pristine Sound

In addition to supporting popular formats like MP3, AAC, WAV, and AIFF, the XDJ-1000MK2 also accommodates high-quality FLAC and ALAC sound formats up to 48kHz/24-bit. This ensures that every detail of your music is preserved, delivering a richer listening experience.

The inclusion of a digital output allows audio to be transmitted without degradation, while the analog audio power supply is isolated from the digital circuit to minimize noise interference. This meticulous attention to audio integrity makes the XDJ-1000MK2 a standout choice for audiophiles and professional DJs alike.



Faster, More Efficient Browsing

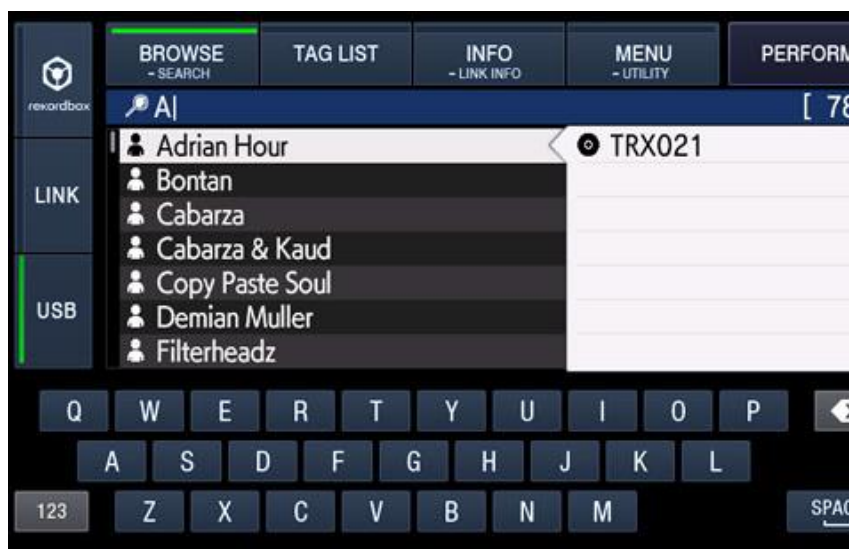
Navigating your rekordbox library is a breeze with the rotary button located next to the display. For even quicker access, the QWERTY keyboard allows you to search for specific keywords. Advanced browsing features such as Matching and Track Filter ensure that you always have the right track at your fingertips, optimizing your performance and keeping the energy on the dance floor at its peak.

Enhanced Performance Capabilities

The XDJ-1000MK2 is packed with performance-enhancing features. The 8 Hot Cues provide instant playback at preset points, while Quantize ensures that cue and loop points are perfectly timed with the beat-analyzed tracks in rekordbox. Beat Jump allows you to move backward or forward by 1, 2, or 4 beats from the current playback position, giving you the flexibility to create dynamic and engaging sets.

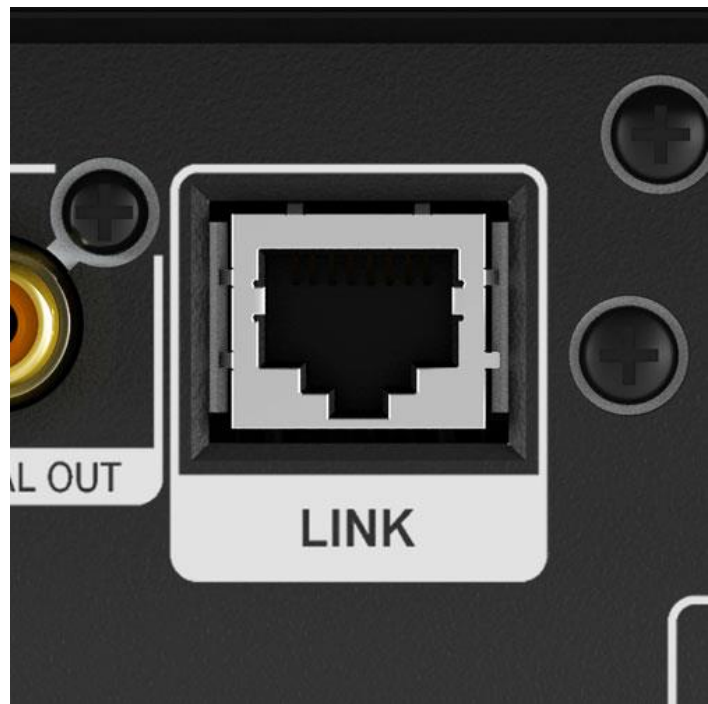
Expand Your Setup with the DDJ-SP1

For DJs looking to expand their creative possibilities, the DDJ-SP1 is a perfect addition. Simply connect it via USB and control up to four XDJ-1000MK2s using Pro DJ Link. This integration unlocks a host of additional performance features, making your setup even more versatile and powerful.



Pro DJ Link for Seamless Connectivity

The Pro DJ Link feature lets you connect up to four players or laptops via a simple LAN connection. When combined with rekordbox, this feature provides enhanced performance tools and comprehensive track information, including Beat Sync, Beat Countdown, Beat Jump, and Phase Meter. This seamless connectivity ensures that your performance is both cohesive and cutting-edge.



The Pioneer DJ XDJ-1000MK2 is a testament to Pioneer DJ's commitment to innovation and excellence in DJ technology. Whether you're spinning at a local club or headlining an international event, the XDJ-1000MK2 delivers the tools and performance you need to captivate your audience and elevate your DJ sets to new heights.



 audio-technica



NEW

 audio-technica

AT-LP70XBT

Fully Automatic Wireless
Belt-Drive Turntable





33 · 45

Plays 33-1/3 and 45 RPM Records



Wireless or Wired Connectivity



Fully Automatic Operation



AT-VM95 Series Replaceable/Upgradable Stylus



Simple, Intuitive Design

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 33 $\frac{1}{3}$ 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.





START

your musical
journey with the
Kramer Focus
VT-211S in bold
HOT PINK.



An electric guitar that combines eye-catching aesthetics with dynamic performance. Part of the Original Collection, it blends style, versatility, and accessibility for musicians of all levels.

Crafted with a mahogany body and a slim-profile maple neck, the Focus VT-211S offers effortless playability. The maple fingerboard with black dot inlays provides a smooth playing surface.

Equipped with two Kramer Alnico 5 SC-1 single-coil pickups and a Kramer Alnico 5 HB-1 humbucker, this guitar delivers a diverse tonal palette. From clear cleans to searing leads, it offers unparalleled versatility.

The 5-way selector switch, master volume, and individual tone controls allow precise tonal sculpting. Whether aiming for warm jazz or aggressive rock tones, the Focus VT-211S shapes your desired sound with ease.

The Kramer Traditional tremolo bridge facilitates dynamic pitch effects, while the dual-action truss rod ensures neck stability. Knurled chrome control knobs and a white pickguard add a touch of vintage sophistication.

With its impeccable craftsmanship, versatile tones, and striking Hot Pink finish, the Kramer Focus VT-211S is the perfect instrument to ignite your musical journey and make a lasting impression.

Blacks

NEW

Debut
100R

Sound Like A Pro From The Get-Go

The Debut 100R is a simple and elegant, no fuss analogue alternative to entry level digital modelling amplifiers. Ideal for pedal players, the Debut 100R focuses more on tone and usability rather than unwanted “bells and whistles”.

This versatile amp is perfect for guitar players of all levels, whether jamming in a bedroom, practicing in a small room, or performing on stage. Featuring authentic valve-like tones all engineered using MOSFET technology, the Debut 100R will make you sound like a pro from the get-go.

DEBUT 100R GUITAR AMPS | ALL TONE. NO FUSS.

star

★ **The Next Level Of Debut**

Debut 100R takes the Debut range to the next level from the benchmark set by the award-winning Debut 50R – Debut now has more headroom than ever, and is loud enough to fill any venue.

★ **Groundbreaking MOSFET Design**

The Debut 100R retains the Debut 50R's much lauded MOSFET preamp design. This design creates an authentic, accurate valve-like tone within a light, analogue format, and has been based on our award-winning higher-end valve amplifiers.

★ **A Gigging Workhorse**

Perfect for the player doing their first show, or for a more experienced guitarist looking for great tone and a solid pedal platform, the Debut 100R has all the tone and power you could need to fill any venue.

★ **The Features You Need**

Retaining the feature set of the Debut 50R, the Debut 100R's features have been carefully selected to cover all an aspiring guitarist's practise and gigging needs: 2 footswitchable channels, our patented ISF (Infinite Shape Feature) tone control, power reduction down to 5 Watts, series effects loop and custom-voiced digital reverb with Plate and Hall options.

★ **More Options, More Choices**

The Debut 100R comes in 1×12 and 2×12 combo variants. Find a Debut that suits you.

Debut 100R 112 Black



Key Details

- 100 Watt combo
- 2 Channels – Clean + Overdrive
- Patented ISF tone control
- 100W – 5W power reduction
- ‘Plate’ and ‘Hall’ reverb options
- Line In for jamming along or listening to music
- Speaker emulated Line Out for ‘silent’ practice or recording
- 1×12" custom-designed speaker, producing true Blackstar tones
- Series effects loop
- Playback of Line In sources through headphones
- Dual footswitch control for channel switching and enabling/disabling Reverb



Debut 100R 212 Black



Key Details

- 100 Watt combo
- 2 Channels – Clean + Overdrive
- Patented ISF tone control
- 100W – 5W power reduction
- ‘Plate’ and ‘Hall’ reverb options
- Line In for jamming along or listening to music
- Speaker emulated Line Out for ‘silent’ practice or recording
- 2×12" custom-designed speakers, producing true Blackstar tones
- Series effects loop
- Playback of Line In sources through headphones
- Dual footswitch control for channel switching and enabling/disabling Reverb



Debut 100R 112 Cream

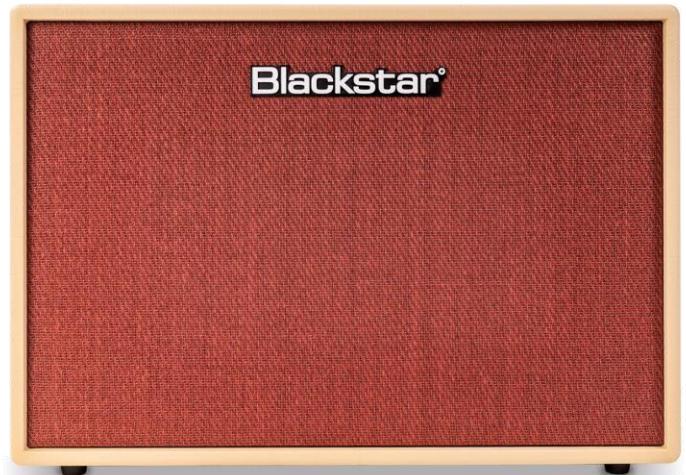


Key Details

- 100 Watt combo
- 2 Channels – Clean + Overdrive
- Patented ISF tone control
- 100W – 5W power reduction
- ‘Plate’ and ‘Hall’ reverb options
- Line In for jamming along or listening to music
- Speaker emulated Line Out for ‘silent’ practice or recording
- 1×12" custom-designed speaker, producing true Blackstar tones
- Series effects loop
- Playback of Line In sources through headphones
- Dual footswitch control for channel switching and enabling/disabling Reverb



Debut 100R 212 Cream



Key Details

- 100 Watt combo
- 2 Channels – Clean + Overdrive
- Patented ISF tone control
- 100W – 5W power reduction
- ‘Plate’ and ‘Hall’ reverb options
- Line In for jamming along or listening to music
- Speaker emulated Line Out for ‘silent’ practice or recording
- 2×12" custom-designed speakers, producing true Blackstar tones
- Series effects loop
- Playback of Line In sources through headphones
- Dual footswitch control for channel switching and enabling/disabling Reverb



The Ultimate Audio Duo

HK Audio SONAR 115 Xi and SONAR 115 Sub D

HK Audio has introduced an exceptional addition to their lineup with the SONAR 115 Xi and SONAR 115 Sub D, setting new standards in the realm of powered PA speakers. These models combine HK Audio's renowned sound quality with innovative features, all within a mainstream price segment, making them ideal for a wide range of audio applications.



SONAR 115 Xi: Full-Range Excellence

The SONAR 115 Xi is a standout full-range model in the new SONAR series. It features a 24-bit DSP controller with a color display for intuitive operation of its extensive connection and setting options. This speaker includes two channels for microphone or line signals and an AUX channel for music signals, offering remarkable flexibility for various audio sources. Each channel is equipped with a luxury 3-band EQ, allowing precise sound shaping that exceeds the usual standards in this product class.

A significant highlight of the SONAR 115 Xi is its remote control capability via the free SONAR REMOTE app, available for both iOS and Android. This app enables wireless control of all settings, including the EQ and volume adjustments, from a distance. The AUX channel also supports Bluetooth 5.0 streaming, and when using two SONAR speakers, Bluetooth TWS (True Wireless Stereo) is possible. This ensures higher range and more stable connections, enhancing the overall audio experience.

SONAR 115 Sub D: Deep Bass and Advanced Control

The SONAR 115 Sub D subwoofer complements the full-range model with its powerful low-frequency performance. It also features a 24-bit DSP controller with a display for adjusting parameters such as crossover frequency, polarity, and delay. A unique aspect of the SONAR 115 Sub D in its price class is the inclusion of two presets for Cardioid operation when using two subwoofers. This setup directs the bass towards the audience while significantly reducing unwanted low-frequency emissions to the rear, a feature that is highly appreciated by bands and DJs performing directly behind the PA.

The HK Audio SONAR 115 Xi and SONAR 115 Sub D represent the ultimate audio duo for anyone seeking high-performance, user-friendly, and affordable PA solutions. With their advanced features, intuitive controls, and superior sound quality, these models are poised to become favorites among musicians, DJs, and audio professionals. Whether streaming music, controlling settings remotely, or delivering powerful bass, the SONAR series provides everything needed to create an exceptional audio experience.



Bluetooth TWS

With Bluetooth TWS (True Wireless Stereo), stereo audio streaming via two SONAR Xi models is a breeze. Two linked SONAR Xi speakers can even be controlled remotely at the same time via the Remote app.

INNOVATIVE SOUND SOLUTIONS



Amplifies
CROSSOVER
Store Experience

CROS

Powersoft's T Series amplifier platform, renowned for its efficiency, flexibility, and performance, is now enhancing the audio experience at the CROSSOVER store in the bustling Exchange TRX shopping centre, located in Kuala Lumpur's international financial district.

CROSSOVER, a multi-label retail space and flagship concept store, houses prestigious brands such as Carhartt WIP, Aries, and Patta. To complement its cutting-edge retail ambiance, the store sought to revolutionise its in-store audio system. In pursuit of pristine, consistent, and high-quality sound, the sustainability-minded store consulted loudspeaker manufacturer NNNN.

CROSSOVER

They recommended Powersoft T Series amplifiers to power the store's speakers. NNNN aimed to deliver maximum energy efficiency alongside superior audio quality, ensuring a long-term value proposition for the client without sacrificing performance. Integrator Concept Associates (KL) Sdn Bhd meticulously tailored the audio setup to fit the store's unique architectural features.

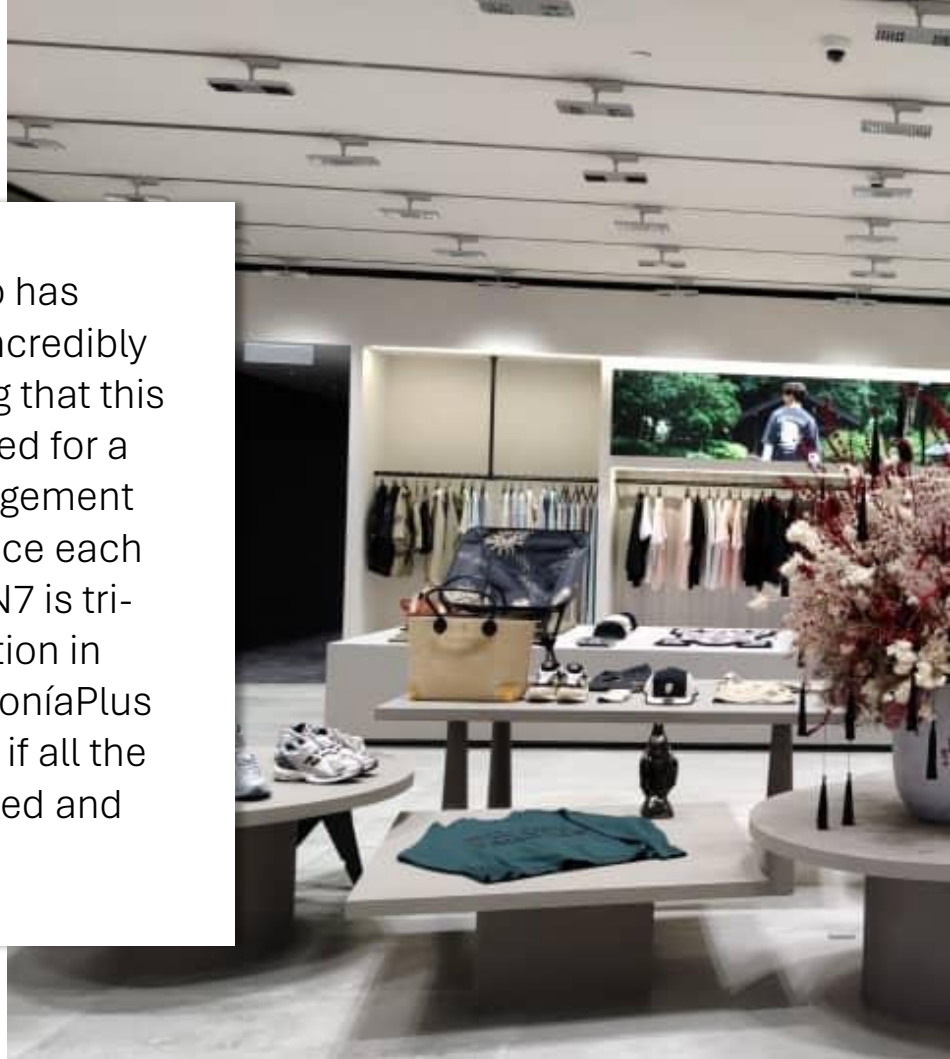
This approach ensured even sound distribution without overpowering any areas and seamlessly blended with the store's sophisticated design, all while avoiding disruption to the shopping experience during installation. "Our client was adamant about using Powersoft to fully optimise their speaker system," says Julian Noor, Senior Application Engineer at Concept Associates (KL) Sdn Bhd.

The store sought advice on the best Powersoft amplifier to pair with the newly purchased NNNN x OJAS ON7 speakers. "They were confident that Powersoft amplifiers were the perfect match for their system.

"T 604A at CROSSOVER For the installation at the CROSSOVER concept store, the Powersoft T604A was selected due to its superior audio performance, integration flexibility, and energy efficiency.

Noor explains that the T604A's ability to deliver high power with minimal energy consumption aligned perfectly with the store's sustainability goals, making it the "ideal choice" for this installation.

“The T604A amplifier also has built-in DSP, which was incredibly useful,” Noor adds, noting that this feature eliminated the need for a third-party speaker management system or processor. “Since each stack of NNNN x OJAS ON7 is tri-amped, the TestSYS function in [Powersoft software] ArmoníaPlus allowed us to quickly test if all the drivers were internally wired and functioning properly.



“Concept Associates (KL) Sdn Bhd collaborated closely with Powersoft technicians to develop custom presets that matched the store's unique acoustic profile. Although NNNN’s speaker presets are available in ArmoníaPlus, a few ON7 system speakers required manual configuration. The installation proceeded smoothly, with the ON7 speakers strategically placed near the main entrance of the store – one facing the entrance and the other facing inwards, both positioned in front of a pillar. The Powersoft amplifiers were discreetly integrated into the store’s tills. Two Powersoft T604A units power two stacks of NNNN x OJAS ON7, complemented by the store's own Pioneer DJ console and a Yamaha MG10XU mixer.

Ensuring the amplifiers and speakers were unobtrusive yet effective was crucial to maintaining the store's design aesthetic. Post-installation, the integrator provided comprehensive training for the store’s staff, enabling them to easily adjust system settings as needed.

As CROSSOVER’s flagship store, prioritising sound quality, ease of use, and cost efficiency was essential to set a new standard for in-store audio experiences. “This installation underscores the importance of choosing the right audio equipment and partners to seamlessly integrate technology and design,” Noor comments, “ultimately enhancing the overall customer experience.”



Additionally, the store staff found the system easy to operate. “Moreover,” Noor concludes, “the store has observed reduced energy consumption, attributed to Powersoft amplifiers' high efficiency, contributing to lower operational costs.”

“This installation underscores the importance of choosing the right audio equipment and partners to seamlessly integrate technology and design,” Noor comments, “ultimately enhancing the overall customer experience.” Since the new audio system's installation, CROSSOVER reports that customers have enjoyed a significantly more engaging and pleasant shopping experience.



Audio-Technica AE6100

The Vocalist's Powerhouse



The Audio-Technica AE6100 microphone is designed for vocalists who demand assertive sound and uncompromising performance.

This dynamic handheld microphone is renowned for its excellent presence and ability to cut through monitors, making it a top choice for live performances and studio recordings alike.

Artists who use the Audio-Technica AE6100

- Elton John
- Justin Timberlake
- M. Shadows (Avenged Sevenfold)
- Kennedy Brock (The Maine)



The Audio-Technica AE6100 is a dynamic microphone that offers assertive sound, excellent monitor cut, and superior feedback rejection. Its durable design and advanced features make it a valuable tool for professional vocalists seeking reliability and clarity in their performances.



The AE6100 features a high-output design with fast transients and clean articulation, ensuring that every nuance of the vocalist's performance is captured with clarity. Its hypercardioid polar pattern improves isolation of the desired sound source, providing maximum feedback rejection and allowing vocalists to deliver powerful performances without interference.

One of the unique aspects of the AE6100 is its superior anti-shock engineering. The back-cavity assembly "floats" inside the handle shell, offering exceptional isolation from handling noise. This design, combined with its tough and durable construction, makes the AE6100 ideal for the rigors of touring.

The multi-stage grille design offers excellent protection against plosives and sibilance, without compromising high-frequency clarity. This ensures that vocal performances remain crisp and clear, even during the most demanding shows. The Quiet-Flex™ stand clamp provides silent, flexible microphone positioning, adding to its ease of use.

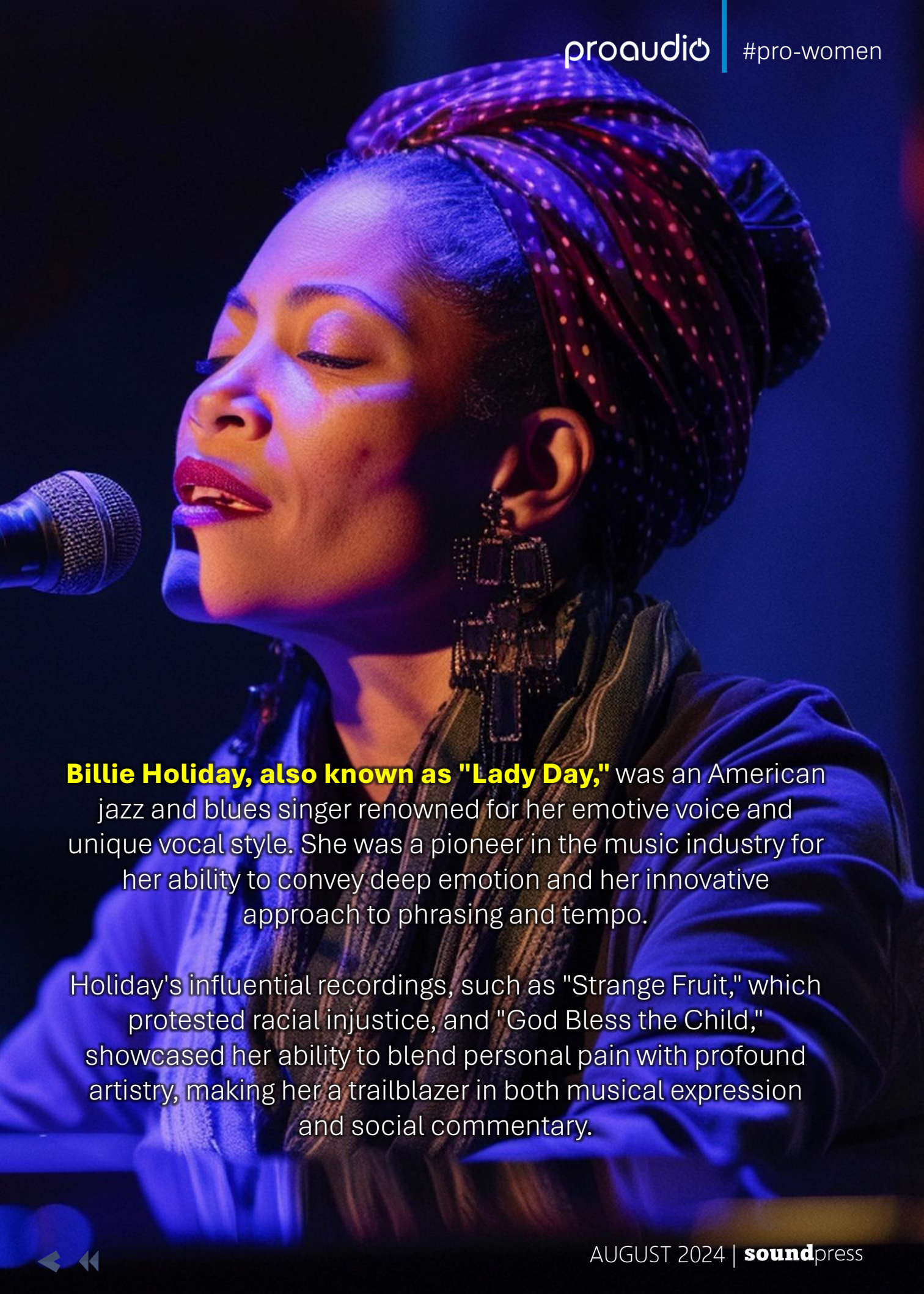
Artists who have utilized the AE6100 appreciate its robust build and reliable performance. It's particularly favored by vocalists who need a microphone that can handle high sound pressure levels and deliver consistent sound quality night after night.

CELEBRATING Women's Month in SOUTH AFRICA

Honoring Female Pioneers in the Music Industry

As South Africa celebrates Women's Month this August, we take the opportunity to honor the extraordinary women who have shaped the music industry, both at home and abroad. Women's Month, commemorating the **9th of August**, is a tribute to the strength, resilience, and creativity of women.

This year, we focus on the remarkable contributions of female artists, producers, DJs, and industry leaders who have left an indelible mark on the South African music landscape and beyond.



Billie Holiday, also known as "Lady Day," was an American jazz and blues singer renowned for her emotive voice and unique vocal style. She was a pioneer in the music industry for her ability to convey deep emotion and her innovative approach to phrasing and tempo.

Holiday's influential recordings, such as "Strange Fruit," which protested racial injustice, and "God Bless the Child," showcased her ability to blend personal pain with profound artistry, making her a trailblazer in both musical expression and social commentary.

SOUTH AFRICA'S SHINING STARS



BUSISWA GQULU - Known simply as Busiswa, this powerhouse singer, songwriter, and poet has made waves with her distinctive voice and vibrant performances. From her breakthrough hit "Ngoku" to collaborations with global stars like Beyoncé on "The Lion King: The Gift," Busiswa has cemented her place as a leading figure in South African music.



SHO MADJOZI - With her eclectic style and energetic performances, Sho Madjozi has captured the hearts of fans worldwide. Her hit single "John Cena" brought her international acclaim, and she continues to promote her Tsonga heritage through her music and fashion.



ZOLANI MAHOLA - The former lead singer of Freshlyground, Zolani Mahola, known for her soulful voice and dynamic stage presence, has embarked on a solo career that continues to inspire. Her contributions to the industry extend beyond music, as she is also an advocate for social change.



SHEKHINAH DONNELL - Shekhinah's smooth vocals and heartfelt lyrics have made her a favorite among South African music lovers. Her debut album "Rose Gold" received critical acclaim, and she has been a prominent voice in promoting mental health awareness.



THANDISWA MAZWAI - As the lead vocalist for Bongo Maffin and a successful solo artist, Thandiswa Mazwai has been a powerful voice in South African music. Her work blends traditional African sounds with contemporary music, and she is a vocal advocate for social justice.



SIMPHIWE DANA - Known for her unique blend of jazz, Afro-soul, and traditional music, Simphiwe Dana has been a significant influence in the South African music scene. Her powerful lyrics often address social and political issues, resonating deeply with audiences.



AMANDA BLACK - Rising to fame with her hit single "Amazulu," Amanda Black has become a leading figure in contemporary South African music. Her soulful voice and poignant lyrics have earned her numerous awards and a dedicated fan base.

TRAILBLAZERS ABROAD



MIRIAM MAKEBA - Fondly known as "Mama Africa," the late Miriam Makeba was a world-renowned singer and civil rights activist. Her music and activism brought international attention to South Africa's struggles during apartheid, and her legacy continues to inspire generations. Still missed!



LEBO M - Lebo Morake, better known as Lebo M, is a Grammy Award-winning composer and producer who gained global fame for his work on Disney's "The Lion King." His powerful compositions and contributions to the film's soundtrack have left an enduring legacy.



NONKU PHIRI - Currently making waves in Europe, Nonku Phiri is an innovative artist whose fusion of electronic music, R&B, and hip-hop has garnered international recognition. Her unique sound and artistic vision continue to break new ground.



TOYA DELAZY - A versatile artist, Toya Delazy has made a name for herself internationally with her unique blend of jazz, electro, and hip-hop. Now based in the UK, she continues to push the boundaries of her music while representing South African talent on the global stage.



LIRA - With her captivating voice and dynamic performances, Lira has achieved international acclaim. Her music, which blends soul, jazz, and African elements, has earned her a loyal following worldwide.

RISING STARS



NAMAKAU STAR - A dynamic artist known for her captivating performances and genre-blending music, Namakau Star is not only a rising star in South Africa but also a key figure in the development of the Africa Rising Music Conference. Her work spans various roles, from performer to industry advocate.



KASI DUCHAZ - This female artist is making her mark with a unique blend of Afrobeat and hip-hop. Kasi Duchaz's innovative sound and powerful messages resonate with audiences both locally and internationally.



ELAINE - Known for her smooth R&B sound, Elaine quickly gained popularity with her debut EP "Elements." Her music, characterized by heartfelt lyrics and soulful melodies, has resonated with listeners worldwide.



BERITA - A talented Afro-soul singer-songwriter, Berita has captivated audiences with her emotive performances and beautiful compositions. Her music often explores themes of love and identity, earning her critical acclaim and a growing fan base.

PIONEERING FEMALE DJS



DJ ZINHLE - A household name in South Africa, DJ Zinhle has been a trailblazer in the industry. Known for her electrifying sets and chart-topping hits, she has garnered numerous awards and accolades, solidifying her status as a top DJ and producer.



DJ CNDO - With her energetic performances and infectious beats, DJ Cndo has become a prominent figure in the South African house music scene. Her talent and dedication have earned her a loyal following and respect in the industry.



DJ LERATO KGANYAGO - Also known as LKG, Lerato Kganyago has made a significant impact as a DJ, television presenter, and actress. Her versatility and talent have made her a beloved figure in South African entertainment.



DJ DOOWAP - Known for her unique style and vibrant energy, DJ Doowap has quickly risen to prominence. Her eclectic sets and bold fashion sense have made her a standout in the South African music scene.

INDUSTRY LEADERS AND ADVOCATES



SJ NICHOLSON - As the Managing Director of Paradise Worldwide (Africa) and a co-founder of Women in Music South Africa, SJ Nicholson has been a driving force in promoting diversity and inclusion within the industry. Her work ensures that female artists receive the support and recognition they deserve.



KAREN ZOID - A celebrated rock musician and television personality, Karen Zoid's influence extends beyond her music. As a mentor and advocate, she has played a significant role in nurturing new talent and supporting women's rights in the industry.



YVONNE CHAKA CHAKA - Known as the "Princess of Africa," Yvonne Chaka Chaka is a legendary figure in South African music. Beyond her musical achievements, she is a dedicated humanitarian and advocate for health and education initiatives across the continent.

THANK YOU TO ALL FEMALE ARTISTS

At Proaudio, we recognize and celebrate the incredible contributions of women in the music industry.

From groundbreaking artists and innovative producers to skilled engineers and dedicated promoters, women have continuously shaped and enriched the world of music. We are committed to supporting and amplifying your voices, providing the tools and resources needed to bring your creative visions to life.

Your talent, resilience, and passion inspire us daily, and we are honored to stand with you as you continue to break barriers and set new standards in the industry.

Keep shining and creating, knowing that Proaudio is here to support and celebrate your journey every step of the way.





Pioneering African Music on a Global Stage

An Interview with SJ Nicholson

Proaudio Sound Press Magazine (PSPM): Can you share some of the key challenges you've encountered while developing artists in Africa, and how have you overcome them?

SJ Nicholson (SJN): One of the main challenges I've encountered working with artists in Africa, and perhaps artists in general, is the understanding of value add from a management or partner perspective. Often, artists don't fully appreciate the value of the time and financial investment that management brings to the table. They may not consider the return on investment for their team or management. Consequently, there can be a deficit until the art itself generates value.

The time and effort spent by the team can sometimes be taken for granted. Additionally, artists often have unrealistic expectations regarding growth and timelines, stemming from immaturity or a lack of experience. Addressing these two factors—quantifying return on investment for the team and educating artists about realistic growth expectations—is crucial.

PSPM: As Managing Director of Paradise Worldwide (Africa), how do you ensure that the infrastructure for revenue collection remains transparent and effective for independent African artists and labels?

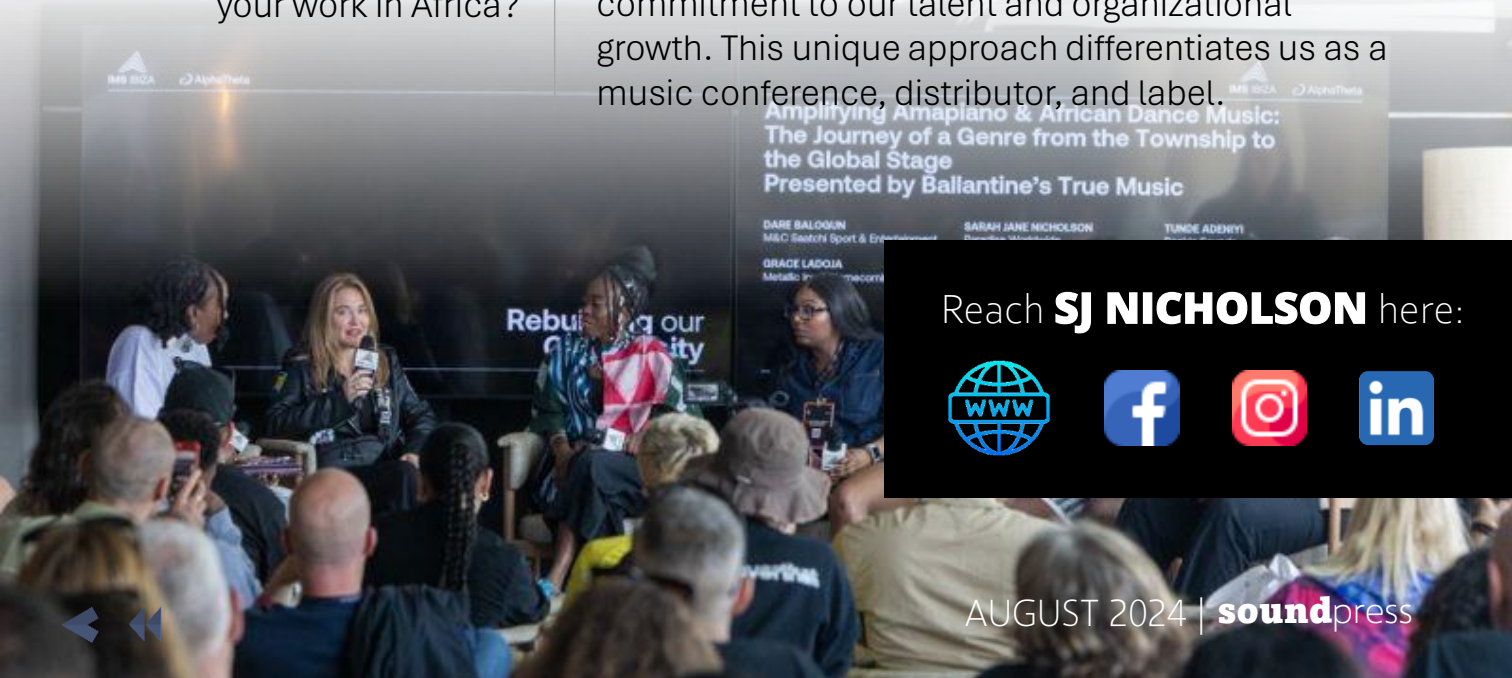
PSPM: Can you tell us about your experience managing Namakau Star and how her unique style has influenced your approach to artist development?

PSPM: You've been involved in programming and speaking at leading music conferences worldwide. How do these experiences contribute to your work in Africa?

SJN: As the Managing Director of Paradise Worldwide Africa, I can confidently say that our technology ensures transparency across all revenues collected from DSPs. It's straightforward—our technology is designed to provide complete transparency in revenue collection and distribution.

SJN: Namakau Star is a remarkable artist. Beyond our creative artist management relationship, she's also a partner in developing the Africa Rising Music Conference alongside me and our team. She works at Paradise Africa as a DSP & Communications Lead, and her contribution has been invaluable. Our collaboration has been mutually beneficial, fostering significant personal and professional growth for both of us. Transparency, communication, and trust are the cornerstones of our partnership, making it a deeply rewarding experience.

SJN: Speaking at conferences worldwide has shaped the vision for the Africa Rising Music Conference. These interactions and collaborations with global partners are central to what we do. Building bridges is a key theme throughout Paradise Africa and ARMC, reflecting our commitment to our talent and organizational growth. This unique approach differentiates us as a music conference, distributor, and label.



Reach **SJ NICHOLSON** here:



PSPM: The Africa Rising Music Conference (ARMC) aims to equip African music executives with essential skills. Can you elaborate on the vision and goals of ARMC?

SJN: The visions and goals of ARMC have evolved over time, but three main pillars remain constant. First, developing independence for executives and artists, fostering long-term relationships based on trust and authenticity. Second, building bridges across continents, connecting our delegates with our extensive network in Africa. Third, amplifying underrepresented voices, particularly focusing on female and queer representation in our programming. Next year, we aim to introduce the concept of supporting mothers in the music industry, providing a platform for women balancing family and career in a male-dominated field.

PSPM: How does the executive development program at ARMC help foster leadership within the African music industry?

SJN: The Executive Development Program at ARMC fosters leadership through mentorship, practical skill application, and global music industry connections. Each year, we invest in executive exchange programs, enabling artists and executives to perform or intern in Europe. This exposure to international markets and different cultural practices inspires transformational leadership in young professionals who return to South Africa.



PSPM: Can you discuss the importance of collaboration and partnerships in achieving success for African artists on a global scale?

SJN: Collaboration and partnerships are crucial for achieving success on a global scale. They open up new opportunities, provide access to wider audiences, and facilitate the sharing of knowledge and resources.

By working together, we can amplify the voices of African artists and create a more inclusive and diverse music industry. Partnerships with international organizations and platforms help us showcase African talent to the world, building bridges that lead to lasting impact.

PSPM: As a Keychange Innovator alumni, how do you see your role in driving transformative change within the music industry, particularly for African artists?

SJN: Being part of the Keychange initiative has been an enriching experience, connecting me with a diverse range of industry professionals in Europe. This initiative has provided a framework for mentorship programs in Africa, which we aim to implement to empower female artists and innovators. This is a personal dream, and we are working towards creating a mentorship program for female artists and innovators in South Africa.

PSPM: Women in Music South Africa is a significant initiative you co-founded. How has this organization impacted diversity and inclusion within the industry?

SJN: Women in Music South Africa is an organization close to my heart. I've been connected with it for over a decade through my global network. The organization, now self-sustaining, continues to create spaces for women to connect, collaborate, and learn. This ethos of empowerment runs through all my initiatives.

PSPM: What are some upcoming projects or initiatives you are excited about, both for Paradise Worldwide (Africa) and your work with ARMC, that aim to further elevate African music on the global stage?

SJN: We are working on several exciting initiatives. For instance, Busiswa, a renowned South African artist, will perform a showcase at Reeperbahn, set up by Paradise Worldwide and Africa Rising Music Conference. We are also working on an EP with her in Berlin. Namakau Star will be touring Germany for the second time. Additionally, we have an electronic release by Candyman featuring international and local artists. We are also developing a two-year program to build bridges between Africa and Berlin, creating a significant impact for the African music and creative communities.



PSPM: Can you elaborate on the project aimed at establishing Berlin as a gateway for African artists into Europe?

SJN: We are working on a significant project to establish Berlin as a gateway for African artists into Europe. This two-year, funded program will foster collaborations between African and Berlin-based collectives, creating substantial opportunities for the African music and creative economy. More details will be shared as we open applications for this initiative.



FROM BEGINNER TO PRODIGY

A Musical Star in the Making

From a young age, **Taya Bradshaw**, a student at The Academy of Sound Engineering, has been captivated by music, a passion that has shaped her career in the music industry.

The 21-year-old singer revealed that her connection to music began in early childhood, when she would brighten up and dance to any song that played. At eight, her mother introduced her to the piano by teaching her to play "Heart and Soul" by Connee Boswell and Hoagy Carmichael.

One vivid memory that set her on her musical journey was sitting in the backseat of her parents' car when Will.i.am's song "This is Love" came on the radio. "I was listening to the song, enjoying it like I normally do, until I realized my fingers were moving to the piano melody of the song," she recalls. "It was at that moment that I knew I had to learn to play the piano."

Taya's musical path was profoundly shaped by her early lessons with piano teacher Caitlin Ford. Under Ms. Ford's guidance, Taya mastered reading musical notation and understanding music theory. By age 16, Taya undertook a school project shadowing Ms. Ford and her band, gaining in-depth experience in live performance, equipment management, and music production. It was during this week that Taya realized her singular focus was to pursue a career in music.

In 2022, Taya began her studies at The Academy of Sound Engineering. There, she noted the limited presence of female musicians, particularly in sound engineering, and quickly recognized the critical value women bring to the field. Her lecturers emphasized the importance of female artists, noting they introduce fresh ideas, offer unique perspectives, and contribute to maintaining harmony in high-pressure environments.

Taya remarked, "Women unite the music industry and offer a unique perspective on creating and performing. They are generally more gentle, adept at handling conflict, and maintaining peace in stressful situations. I believe the music industry can greatly benefit from women and men working together. Everyone has something to offer, which is what makes the industry great."




Taya reflects on a powerful quote by Denzel Washington that has inspired her throughout her musical career: “This is anything but easy, but you are anything but weak.” She credits this quote with helping her stay motivated and persevere through challenging moments.

Collaborating with renowned musicians like Kygo and Ryan Tedder is a dream Taya holds dear. She describes Kygo's music as transcendent and acknowledges Ryan Tedder's exceptional reputation as both a songwriter and singer. She aspires to one day reach their level of excellence.

Her early piano influences include Peter Bence, Jarrod Radnich, and her childhood piano teacher, Caitlin Ford. Recently, her musical inspirations have expanded to include Kygo and Ryan Tedder.

Taya highlights her stellar performance at the **MusicEX Festival in July 2024**, working as a stage hand for the Ndlovu Youth Choir and Evert De Munnik in 2022, and her performance at “The Greatest Showman” Student Showcase at the Roodepoort Theatre in 2019 as some of her proudest moments.





Taya expresses heartfelt gratitude to her mentors, acknowledging their pivotal role in shaping her career. She also appreciates the unwavering support from her family, friends, and lecturers, which has been instrumental in her success.

We are excited to see what this young prodigy has in store for the future and wish her continued success on her musical journey.

Reach **TAYA** here:







Proaudio Sound Press Magazine Interview with Ju Lee, International DJ Artist

Proaudio Sound Press: You've mentioned that you play a diverse range of genres in your sets, from tech house to progressive house and even trap. What draws you to such a wide spectrum of music, and how do you seamlessly blend these genres together during your performances?

Ju Lee: Hi!! I've been DJing professionally for a long time, 14 years to be exact, and I've always been in love with music. Why limit yourself when there is so much good music out there? I love experimenting with different genres and elements to take the crowd on a journey.

Proaudio Sound Press: South Africa has a vibrant and diverse DJ scene. What are your thoughts on the current state of the South African DJ scene, and do you see any emerging trends or standout talents from the region?

Ju Lee: I haven't been to South Africa yet, but I'm dying to go and experience the culture and the electronic music scene there. It's amazing how Afro House is taking over, and I'm all for it.

Proaudio Sound Press: With your extensive experience playing in various cities along the East Coast of the United States, have you had the opportunity to encounter South African music genres such as Gqom, Amapiano, or Afro House during your time in Boston?

If so, what are your impressions of these genres, and how do they compare to the music scenes you're familiar with?

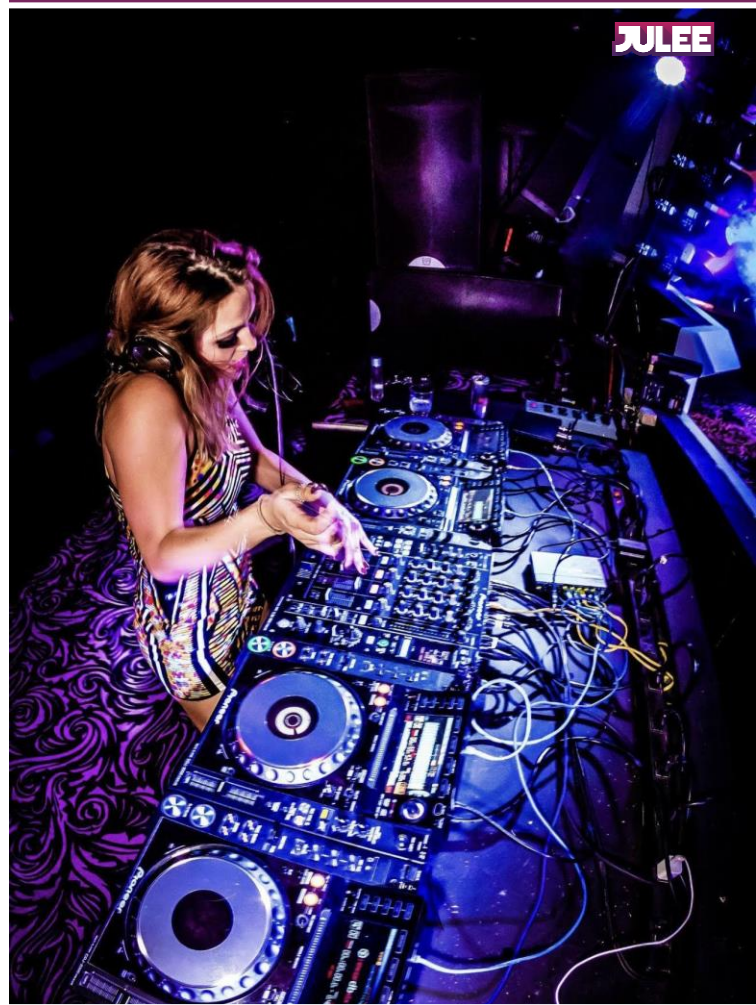
Ju Lee: To be honest, I'm not familiar with Gqom, but Afro House is taking over the United States. Amapiano is very popular as well, and I can't wait to see what's coming next.

Proaudio Sound Press: Given your international experience and diverse musical influences, would you be interested in touring South Africa in the future? What aspects of the South African music and culture intrigue you the most?

Ju Lee: The culture and the people are just so beautiful and vibrant. I'm originally from Brazil, and I feel the energy of South Africa connects so much with the energy of our people—the love for life and music! The rhythm of South African music is so unique and captivating, and there's so much depth. It would be a dream to tour in South Africa!

Proaudio Sound Press: Your sets on Soundcloud showcase a dynamic mix of tracks and impeccable transitions. How do you prepare for your sets, and where do you typically find new music to incorporate into your performances? Additionally, could you share any tips for aspiring DJs looking to curate their own unique sound and style?

Ju Lee: I've been collecting music for so long. It's nice that I have friends in the industry and labels sending some fresh, cool stuff. I'm constantly researching new music according to new trends but never forgetting to honor the classics. My mentor told me when I started that the trick to becoming good at DJing or anything is: PRACTICE, PRACTICE, PRACTICE!!!



If you keep at it and never give up, you will eventually find your unique sound and style. No shortcuts! And have fun while doing it!



Proaudio Sound Press:

Your father has been a significant influence on your love for music. Can you tell us more about the music that shaped your upbringing and how it continues to inspire your DJing and production today?



Ju Lee: Music has always been part of my childhood. My dad worked as a sound tech with the legendary Brazilian Funk movement in the late '80s and early '90s called Furacao 2000. That's where the now worldwide known pop star Anitta had her start. Most local DJs back then didn't mix the music as we do today, but my dad had the curiosity to learn to mix seamlessly, and he did.

When I was very little, I remember a Euro radio show every Saturday night that played Trance, and I was fascinated by that high-energy, floaty sound. My dad also taught me to record music from the radio into cassette tapes, so I made many playlists of my favorite songs. When I became a teenager, my first boyfriend was a DJ, and my passion for music kept growing. I remember hearing "Sandstorm" for the first time and thinking it was the coolest sound.

Then, I moved to the United States and bought my first DJ setup. My first set of CDJs were the CDJ-200's, and I had absolutely no idea how to use them, but one day I got invited to my first rave in the woods. It was magical! In the morning, I met a DJ with crazy hair and a tie-dye shirt who had just finished an awesome psytrance set. I told him I had equipment but no idea how to use it, so he told me I was golden and he would teach me everything—I just needed to practice!

He booked me for my first gig at the legendary Therapy Afterhours in Rhode Island on May 14th, 2010. I was so scared to play, and I had a full dancefloor in front of me. That was only the start of this amazing 14-year journey since that first show. I've been fortunate to play all over the USA, Canada, and Brazil.



JULEE



Proaudio Sound Press: As a DJ and producer based in Boston, what challenges and opportunities do you encounter in the local music scene? How does the city's cultural diversity impact your musical choices and performances?

Ju Lee: I have a lot of experience playing in both worlds: underground and commercial. But I feel that the local scene is more commercial if you are looking for more opportunities.

Proaudio Sound Press: You've headlined at renowned venues such as House of Blues and Rise-After-Hours. Could you share a memorable moment or experience from one of your performances that has stayed with you throughout your career?

Ju Lee: Oh, there are so many amazing memories. One of them was playing at the closing weekend of Rise. The energy was so high, and all of us knew we would miss that place so much. I poured my heart and soul into that set and remember getting so many goosebumps, especially during my final song! Harry Romero played the closing set, and it was incredible! Also, playing at Florida Atlantic University was very special. That was my biggest show to date, and the adrenaline was off the charts!

Proaudio Sound Press: Collaboration is often a key aspect of the music industry. Are there any artists or producers you would love to collaborate with in the future?

Ju Lee: There are so many: Vintage Culture, Gorgon City, John Summit, James Hype, Dom Dolla, etc.

Proaudio Sound Press: In addition to your DJing career, you're also a producer. Do you have any upcoming releases or projects that your fans can look forward to?

Ju Lee: I have some unreleased stuff that I'm so excited to share later this year.

STAY TUNED!

Reach **JULEE** here:



Refilwe



IN THE WORLD OF MUSIC,

where passion and creativity collide, Refilwe Thobga emerges as a dynamic and innovative DJ in the music Industry. Known for her Afrohouse and Afrotech mixes, she captivates audiences with her unique sound and emotional depth. Her journey from the humble beginnings of singing hymns and dancing in her early years to becoming a sought-after DJ and music producer is a testament to her dedication and talent. With a career marked by significant milestones, including performances across Southern Africa and a nomination for her podcast, Refilwe continues to push boundaries and inspire.

In this article, we delve into her early influences, career evolution, and the driving forces behind her remarkable success.

Refilwe has always had a passion for music, which has influenced her career decisions. As a child, Refilwe grew up surrounded by music. One of her earliest memories at her grandfather's household, was singing hymns before evening prayer and at her mother's house, she was immersed in her parents love for music through cassette mixtapes and vinyl records.

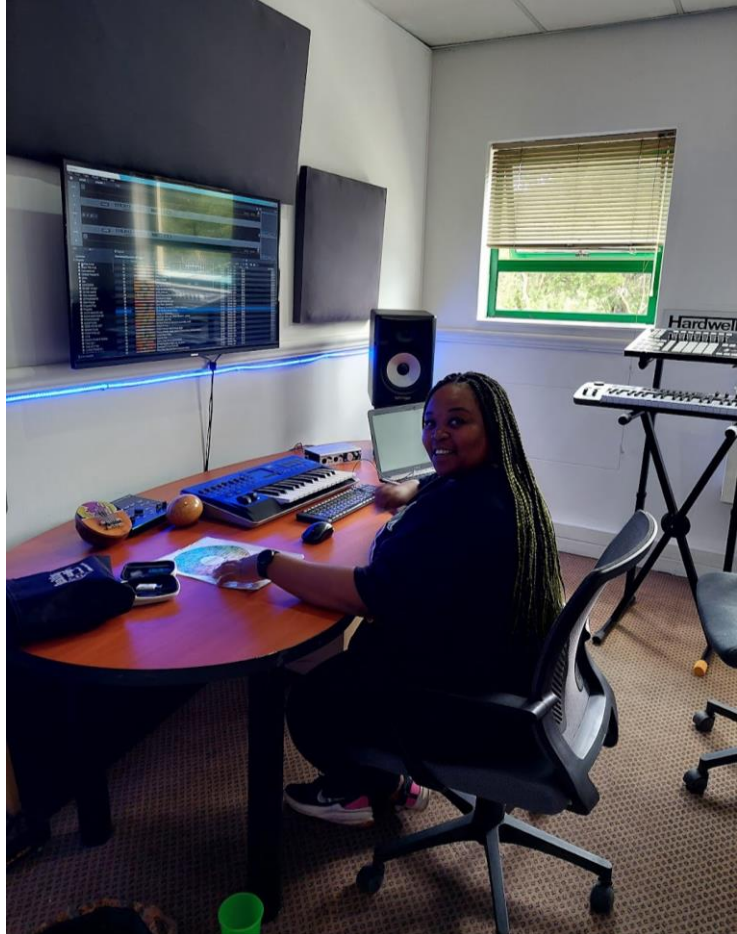
As Refilwe grew older her love for music grew and she sang in The United Congregation Church Of Southern Africa church choir at the Maphakela Branch in Bathharos, Kuruman.

In her teen years Refilwe attended Bethel High school where she was a member of an all-girls acapella group where she sang Alto and performed on Sundays at Church. The rising DJ expressed that her urge to DJ developed when she joined Kurara FM Community Radio Station in 2012, where she began listening to music through headphones, allowing every instrument to resonate deeply with her soul.

However, the defining moment that truly propelled her to pursue her passion for the art was the tragic passing of her mother in 2020. Refilwe reflects that music became a powerful outlet for processing her emotions and feelings, leading to the creation of something truly magical.

Refilwe's background in dance honed her ability to intuitively count and feel the beat. She emphasizes that this skill is crucial for DJing and mixing, as it allows her to maintain precise rhythm and flow in her performances.

Refilwe primarily focuses on Afrohouse and Afrotech. In 2021, she experimented with various House genres, but it was fellow artist DJ Thato who highlighted that her mixes excelled when she embraced Afrohouse. Intrigued, Refilwe delved deeper into the genre, immersing herself in the works of Afrohouse and Electronic Dance Music DJs. Through this exploration, she discovered a profound connection with Afrohouse, ultimately feeling that the genre had chosen her.



The artist began her journey at Vinyl Joint in Johannesburg and FoReal Music Academy before advancing to ProAudio South Africa, where she earned her Advanced Pro DJ qualification. Refilwe recalls that during her early days, she would create DJ mixes and share them with musical peers, including DJ Nine and Half, MLK Da DJ, producer Beat Mochini, and sound engineer Ntsoaki Thulo, who consistently provided encouraging feedback. As her skills developed, she expanded her reach, sending her mixes to various radio stations.

When asked to describe her unique and energetic style, the artist shared that she is still exploring her musical identity. She is guided by what resonates with her ears and feels right in her gut and soul, allowing her instinct and intuition to shape her sound. Refilwe believes what sets her apart is her individuality.

As a unique DJ and creator in the industry, she sees it as her responsibility to continually discover and re-discover her authentic self. For her, knowing and staying true to herself is the ultimate superpower.

One of Refilwe's proudest achievements as an emerging star in the industry was her feature on the season finale of SABC 2's women's magazine show "Motswako," where she was recognized as a leading figure advancing in the evolving media landscape.

Which followed after her podcast, "Conversations with Pioneers," which was nominated at the SA Radio Awards. Additionally, she takes pride in being appointed as the lead trainer for a digital marketing program by Digify Africa. This role allowed her to give back and inspire a group of young people in her home province, in the Northern Cape.

Additionally, Refilwe contributed as a storyliner and screenwriter for 016FM, which is currently airing on Showmax. The artist also added that she was Proud to play in Mozambique and Botswana Last year. These outstanding accomplishments highlight her impressive achievements in the industry.

Refilwe shared that each song she creates embodies distinct themes and messages. At her core, she views herself as a storyteller, a quality that resonates through her mixes.

She remains continuously motivated by her deep passion and love for music. "I do music because I couldn't escape it any longer" she explains. "It caught up with me, and I had run out of excuses—I simply had to respond when the beat called."

She is fuelled by her deep love for music and her passion for creativity. Her commitment to creating music stems from her genuine appreciation for the art form and her boundless creativity.



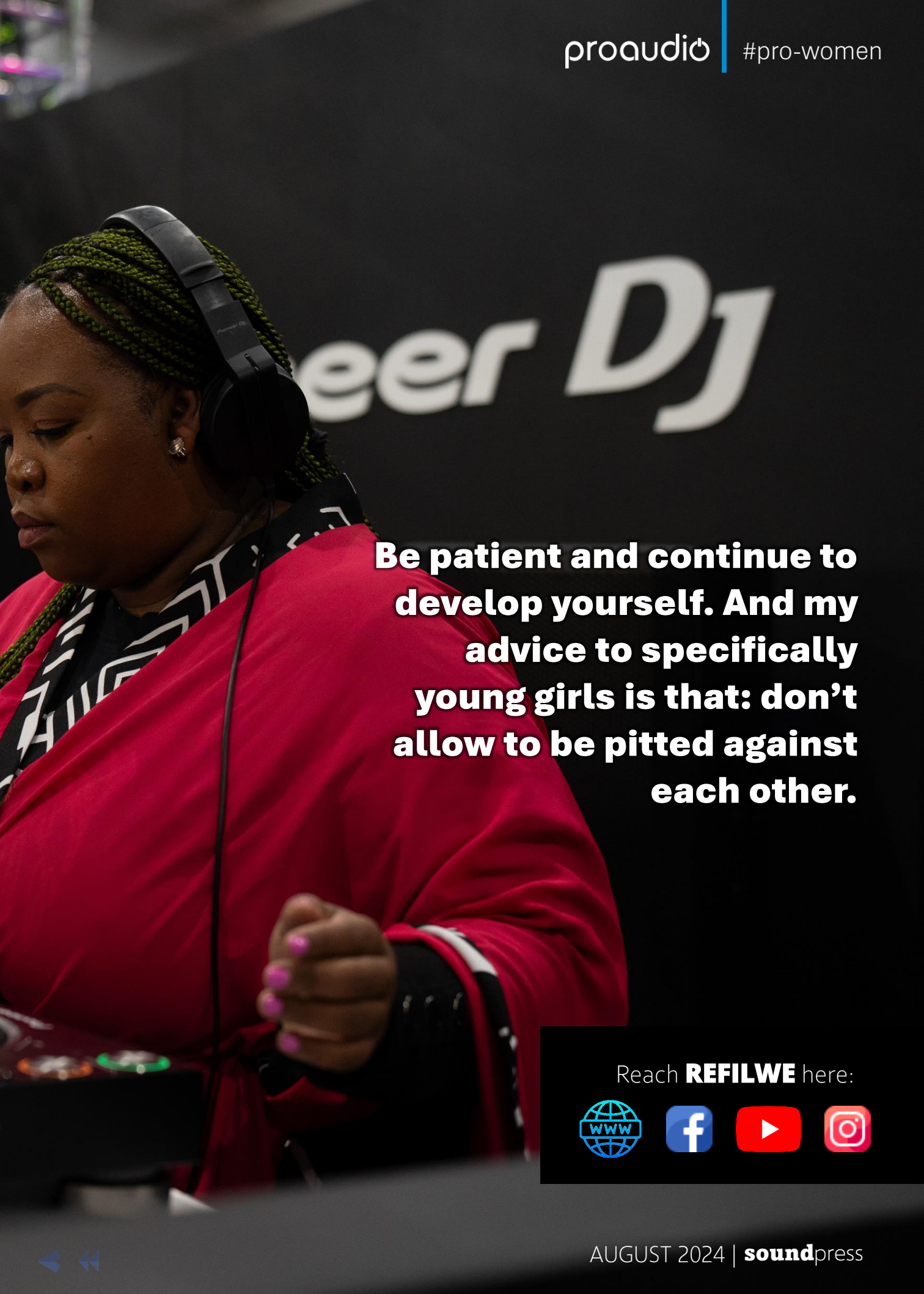
Refilwe's advise to aspiring artists such as herself is:

"First of all, know your "Why". Question your reasons. Aspire to be great and not to be famous. Fame is fleeting. Get educated and get skilled. Learn to communicate professionally. Carry yourselves professionally. Read. Know what's happening in the world around you. Be kind. Allow time to do what time does best. You can't fast-forward your way. Be patient and continue to develop yourself. And my advice to specifically young girls is that: don't allow to be pitted against each other.

There is room for all of us.

Learn to collaborate rather than compete among yourselves. Learn from each other. If you are not booked and you don't have any events to go to, practice. Work on your craft. Learn to network. Make your own "connections". And don't be afraid to carve your own way. You don't have to blend in.

Do your own thing, baby girl. Your tribe will find you along the way." We eagerly anticipate witnessing the continued growth of this remarkable artist and the exciting developments that lie ahead.



Be patient and continue to develop yourself. And my advice to specifically young girls is that: don't allow to be pitted against each other.

Reach **REFILWE** here:





Limpopo, a small town known for its serene landscapes, is also the birthplace of one of South Africa's most electrifying DJs: Sphinx. At just 15 years old, Sphinx embarked on her musical journey, spinning vinyl records at local clubs and pubs. Her early immersion into the trance scene quickly established her as a formidable presence in the industry.

From a young age, Sphinx's passion for music was undeniable. This fervor drove her to expand her repertoire, incorporating the vibrant sounds of melodic techno into her sets. Her unique style and electrifying performances soon caught the attention of both local and international audiences.

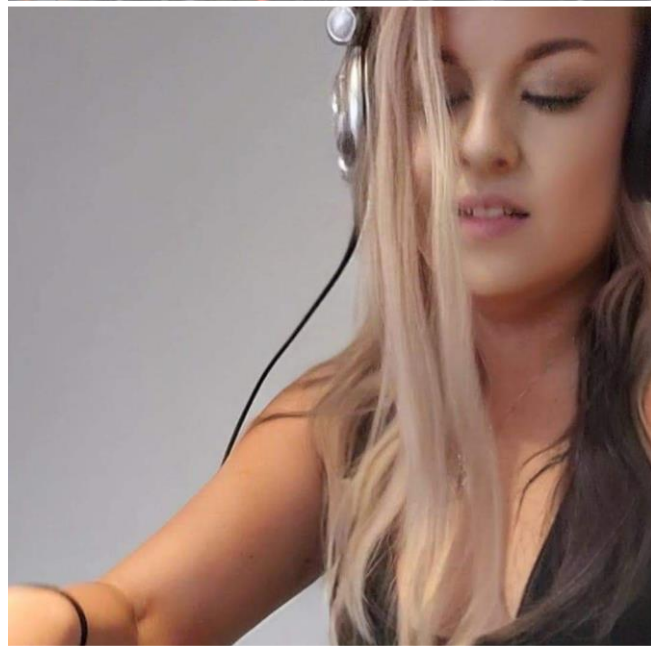
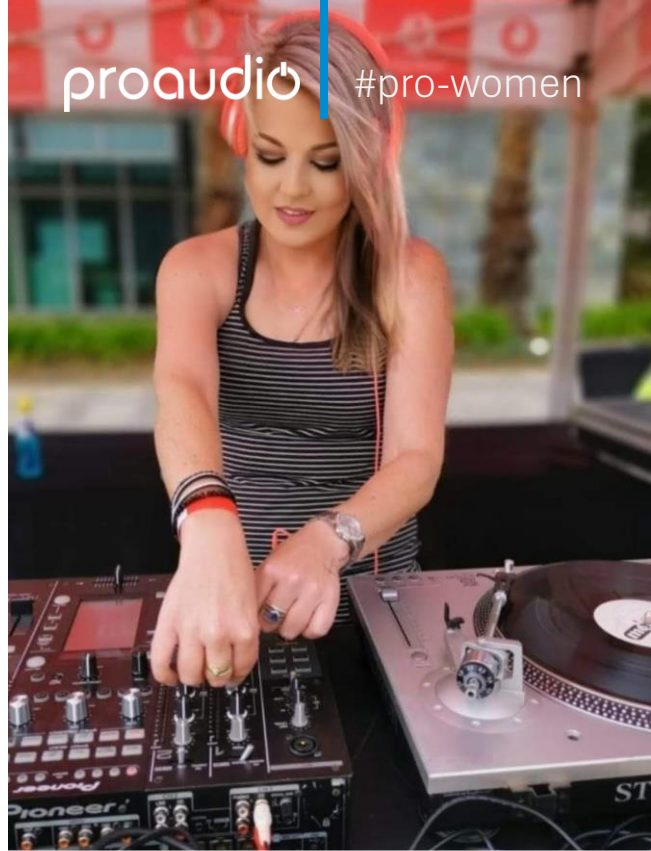
Sphinx's talent has been showcased on prominent radio stations such as ESP Night Club, Truth in Dance, Dancer FM, Court Jester, Good Hope FM, Twilight, Aqua Royal, and LUX.

One of the highlights of Sphinx's career was her performance at the renowned Zurich Street Parade, where she proudly represented the hottest up-and-coming female DJs from South Africa. This event, known for its celebration of electronic dance music, provided a global platform for Sphinx to demonstrate her exceptional skills and captivating stage presence.

Sphinx's journey has seen her grow to new heights, sharing the stage with international acts such as Airsand and Turaniqa at major local events. Her performances at Jigsaw Productions' NYE event and Widowmaker have further solidified her reputation as a DJ who knows how to move a crowd. Whether at local pubs or prestigious clubs, Sphinx's infectious beats and undeniable talent captivate audiences wherever she goes. In addition to her DJing prowess, Sphinx has recently joined forces with South African events company 'Circ' as one of its founding members.

As a resident DJ for Circ, she continues to push boundaries and set new standards in the industry. Her dual role as a DJ and promoter showcases her versatility and commitment to her craft. With success in her heart and an unstoppable drive, Sphinx is poised to conquer the music world. As DJ Sphinx continues to rise, her journey from Limpopo to the global stage serves as an inspiration to aspiring artists everywhere.

Her story is a testament to the power of passion, dedication, and the relentless pursuit of one's dreams. Proaudio Sound Press Magazine is proud to spotlight this incredible talent in our August 2023 issue, celebrating her contributions to the vibrant world of electronic music.



Reach **SPHINX** here:



AUGUST 2024 | **sound**press



proaudio

7th Edition | July 2024

sound PRESS

Are you mixing with the right company?

BREAKING NEWS

NOW HAPPENING

NEW **GIBSON** DISTRIBUTOR IN SA
GUITAR

AUDIO-TECHNICA
Turntables | Headphones | Microphones

PIONEER DJ
DDJ-FLX4 | DDJ-FLX 6GT | DDJ-FLX 10

An Interview With
KASI DUCHAZ & ESSENTIAL 47



JUST INCASE

You Missed the Last Months Edition

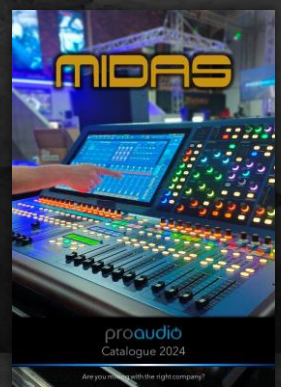
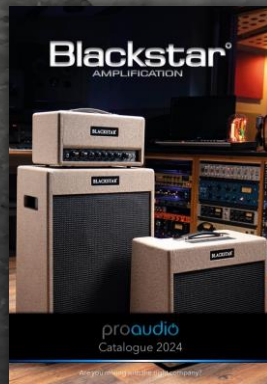
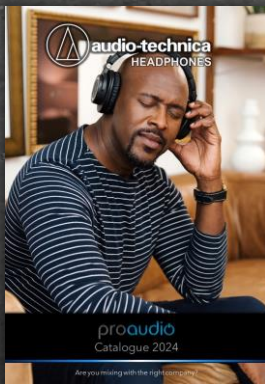
JULY 2024



EVERYTHING YOU NEED

Product Catalogues

Click on the links below



proaudio

Are you mixing with the right company?

Pioneer Dj  **AlphaTheta**

 **audio-technica** **Blackstar[®]**
AMPLIFICATION


    

SONANCE  **Turbosound[®]**
BEYOND SOUND

MIDAS **ENOVA**  **SOUND TOWN**

Gibson[®] **Epiphone** **KRAMER**
Guitars

Pioneer Dj

 **AlphaTheta**



proaudio.co.za