

DJ LIFE, GEAR, & PROFESSIONAL AUDIO

**SP**  
proaudio

**MAGAZINE**  
**SEP 2025**

**The AlphaTheta**  
**Experience Centre**  
**Sandton just got a**  
**brand-new Heartbeat.**

**JOSHUA**  
**DE DISCIPLE**  
**Love, Spirit, and the**  
**Future of Amapiano**




**4** Days of VIBES

**Inspiration Meets**  
**Performance**

**The new AlphaTheta XDJ-AZ is**  
**built for exactly that feeling.**



 **AlphaTheta**

**PRODUCT LAUNCHING 9<sup>TH</sup> SEPTEMBER**

INTERVIEWS WITH



“Music is more than sound — it’s the language of connection, the courage of creativity, and the heartbeat of a generation that refuses to be silent.”





# WELCOME

Welcome to the September edition of Sound Press! This month we celebrate the heartbeat of our scene — from groundbreaking gear and inspiring artists to the spaces shaping the next generation.

Step inside the new AlphaTheta Experience Centre at Proaudio in Sandton, a landmark where DJs and producers can explore the world's best gear. It's also home to our new DJ & Production School, authorised by AlphaTheta Global, with courses for beginners, pros, and producers ready to level up.

On the gear side, we spotlight the AlphaTheta Chordcat, the inspiring XDJ-AZ, the powerful HDJ-F10, and the versatile PowerWorks X16BT-UFM mixer. We also revisit the untold story of Pioneer DJ's first DDJ controllers, a journey from early experiments to global icons.

This issue highlights the artists carrying South Africa's sound to the world. Jnr SA reflects on his 3 Step rise, DJ Minx shares her "Musica es Vida" philosophy, and DJ E-Minor represents the next generation of turntablists. Plus, we relive four high-energy days at Comic Con 2025, where Proaudio and Incredible Connections kept the crowds moving with music, competitions, and hype moments.

From global legends to local heroes, from new gear to new schools, this issue is all about passion, innovation, and community. Here's to South Africa's sound — and the world that's listening.

**Keep the music alive**

**Proaudio Sound Press Team**

# sound PRESS

Proaudio (+27) 011 608 2099

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**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)  
**EXTERNAL SALES** Graham Lowndes (ext. 12)  
**EXTERNAL SALES** Ridge Hutchinson (ext. 26)

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**ACCOUNTS** Leanne Cohen (ext. 11)  
**ACCOUNTS** Tanya Dos Santos (ext. 11)

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

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**RECEPTION** Nathon Schmidt (ext. 12)

---

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

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

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# Alpha

**Launching 9<sup>th</sup> September**



# naTheta

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# JOSIAH DE DISCIPLE

## Love, Spirit, and the Future of Amapiano

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From the township streets of Alexandra to the global stages of Amapiano, Josiah De Disciple has carved out a reputation as one of the genre's most soulful and innovative pioneers.

Blending the pulse of tribal beats, the depth of jazz, and the energy of township "Clap & Tap," Josiah's sound goes beyond the club—it speaks to spirit, love, and identity. With acclaimed projects like *Spirits of Makoela Vol. 2*, *Back To Basics*, and *Satori*, and now his 2025 release *uThando noMoya*, he continues to expand the boundaries of Amapiano while collaborating with both legends and emerging voices.

In this interview, Josiah reflects on his journey, the inspiration behind *uThando noMoya*, and his vision for the next chapter of South Africa's most influential sound.



**For those who might be discovering your work for the first time, who is Josiah De Disciple, and how would you describe your journey from Alexandra's streets to becoming one of Amapiano's most respected innovators?**



Josiah De Disciple is one of the pioneers of the amapiano Genre. My journey with music started during the tribal music era. As a young producer then I began to move with the trends that were big at the time and mainly because I was still trying to find my style of producing(sound).

Piano came when I had already established the sound that I liked producing and it was of a mix of tribal and African jazz. I then started producing Amapiano in 2014 when it was still just instrumentals without the base/log drum. I then met Maero & Force (MFR souls) and started producing with them.





**Your music is known for its soulful depth, often blending piano, atmospheric basslines, and Afro-jazz influences. What drives you to take this more spiritual and melodic approach in a genre that's often dominated by club hits?**



My musical influences are deeply rooted in Jazz, which has always inspired me to experiment with different sounds and rhythms. I've been influenced by the 'Clap & Tap' genre, which is a high-energy style popular in townships and some churches. This genre's infectious beats and community-driven vibe have had a lasting impact on my approach to music production.





# uThando no Moya



**Your latest release, uThando noMoya, has been highly anticipated. What's the story or message behind the title, and how does it reflect the overall theme of the album?**



The anticipation surrounding "uThando noMoya" has been building up, thanks to snippets and teasers I've shared on social media. The title, which translates to "Love and Spirit", reflects the EP's themes of love, spirituality, and positivity.

The songs are carefully curated to take listeners on a journey of self-discovery and introspection, with some tracks focusing on romantic love and others exploring deeper spiritual connections.



**Within uThando noMoya, you've created a rich mix of sounds and emotions. Can you tell us your creative process when putting this project together?**



One of my goals with "uThando noMoya" was to collaborate with emerging producers who bring fresh perspectives and ideas to the table. By working with young talent, I aimed to create an EP that sounds modern, diverse, and exciting.

Each song has its unique flavor, showcasing the versatility of Amapiano and the creativity of the producers involved.





**Which track from uThando noMoya is most personal to you, and what makes it stand out from the rest of your catalogue?**



"Amasango" holds a special place in my heart because it reflects my personal journey

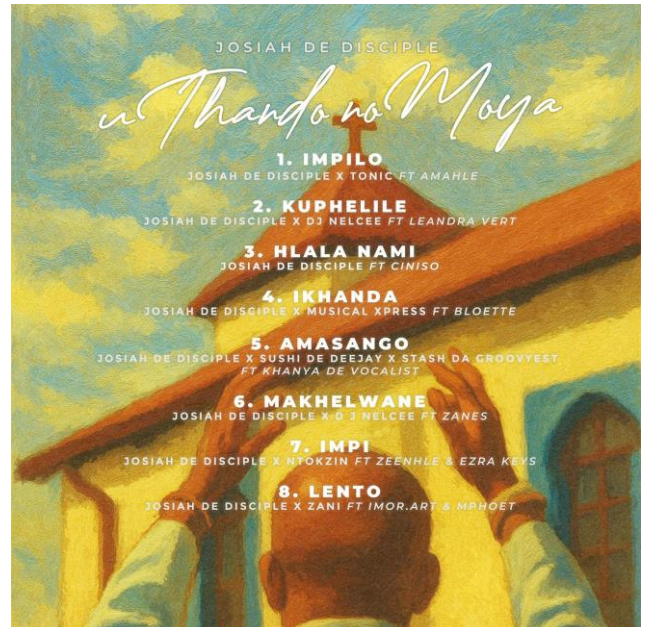
as an artist. The song's themes of perseverance and faith resonate deeply with me, as I've faced my share of challenges and setbacks in the music industry. The lyrics capture the essence of my struggles and the hope that drives me to keep pushing forward.



**2024 saw you drop Satori, and now in 2025 you've delivered uThando noMoya. How do you feel your sound has evolved between these two releases, and what new territory did you explore on the latest album?**



With "uThando noMoya", I'm venturing into new sonic territories that appeal to a younger audience. The sound is inspired by producers like Muzical Chef and Stixx, but with my own unique twist. I'm excited to experiment with fresh sounds and styles that will resonate with the youth and take Amapiano to new heights.



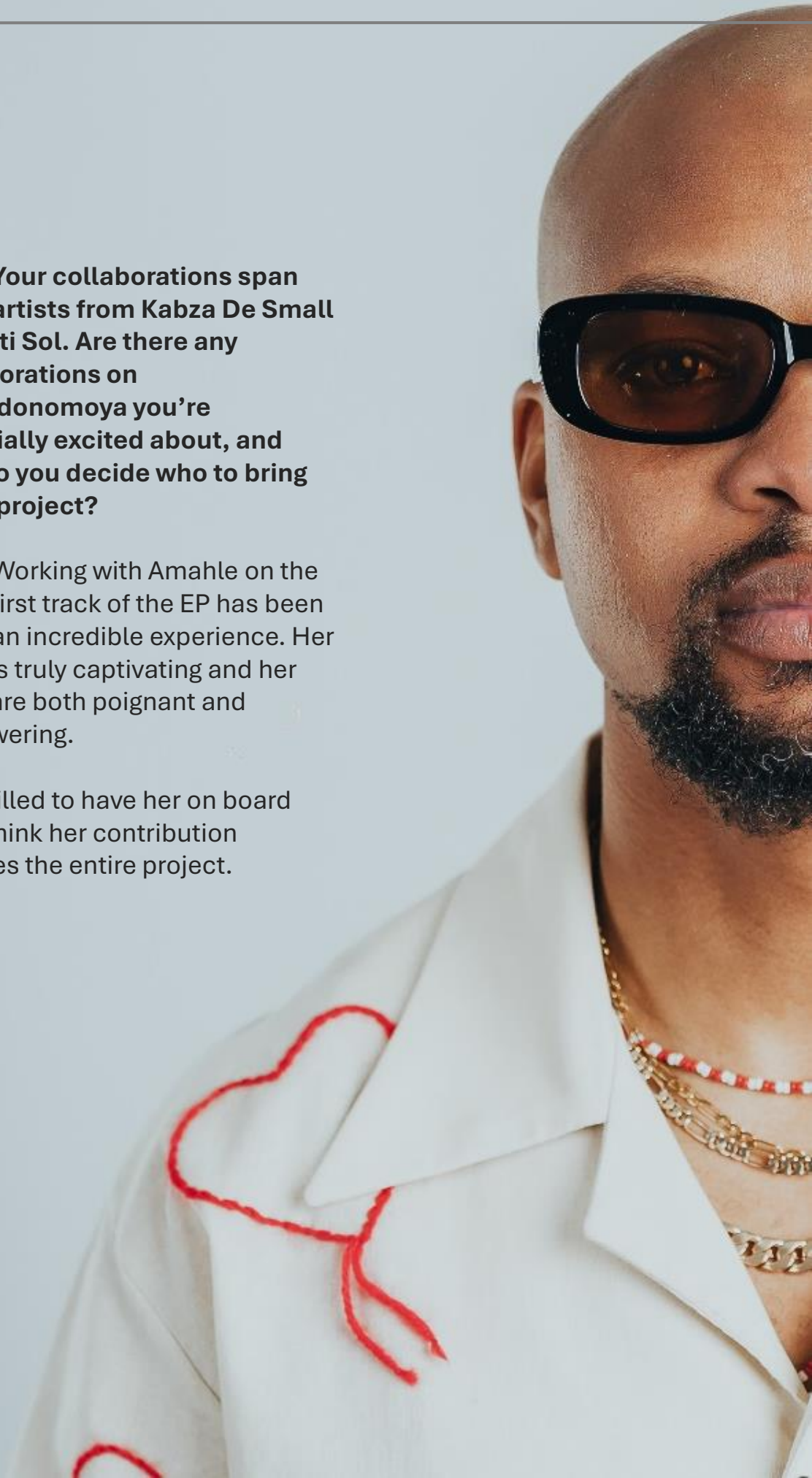


**Your collaborations span artists from Kabza De Small to Sauti Sol. Are there any collaborations on Uthandonomoya you're especially excited about, and how do you decide who to bring into a project?**



Working with Amahle on the first track of the EP has been an incredible experience. Her voice is truly captivating and her lyrics are both poignant and empowering.

I'm thrilled to have her on board and I think her contribution elevates the entire project.





**Looking ahead, where do you see your sound and the Amapiano genre evolving over the next few years, and what can fans expect from Josiah De Disciple in the near future?**



As an artist, I believe that Amapiano's spiritual dimension is still largely untapped. I'm convinced that exploring this aspect will not only deepen the genre but also attract a broader audience.

In the near future, I envision Amapiano's spiritual sound becoming more prominent, paving the way for international collaborations and increased global recognition.





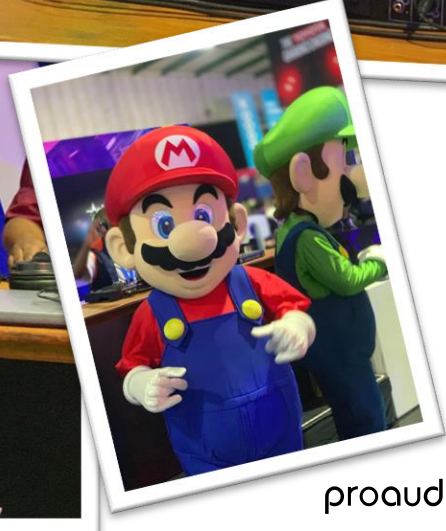
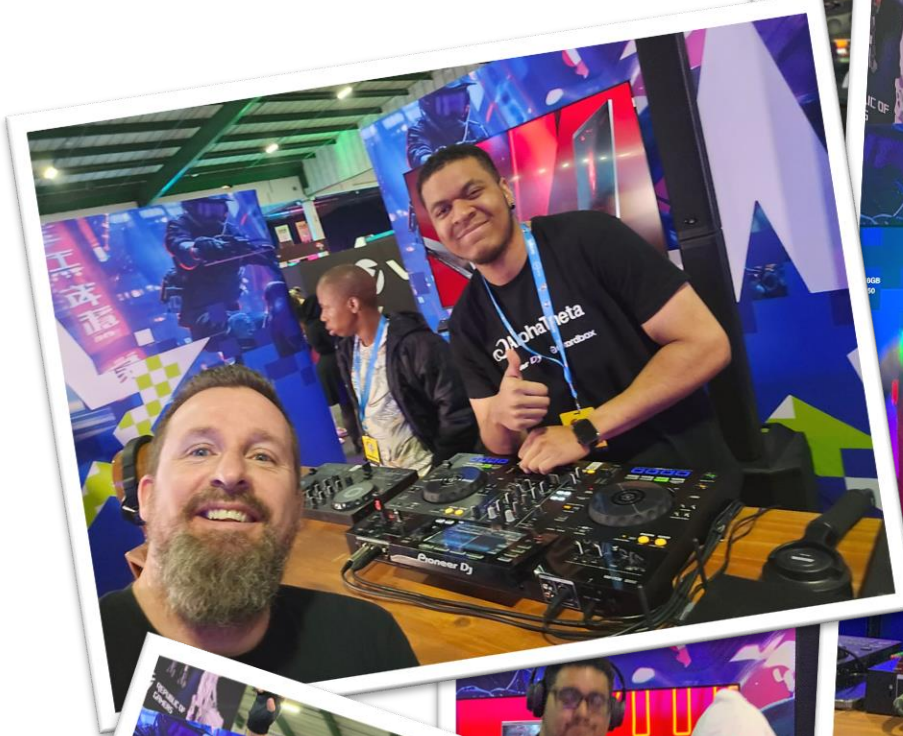


# 4 Days of Pure Vibes



# Comic Con 2025,

lit up with colour, costumes, and crazy energy — and Proaudio was right in the middle of it all, powering the music and keeping the party alive at the **Incredible Connections** stand. From Day 1 through Day 4, our decks never went quiet, our DJs never stopped switching, and the crowds never stopped vibing.





# Day 1,

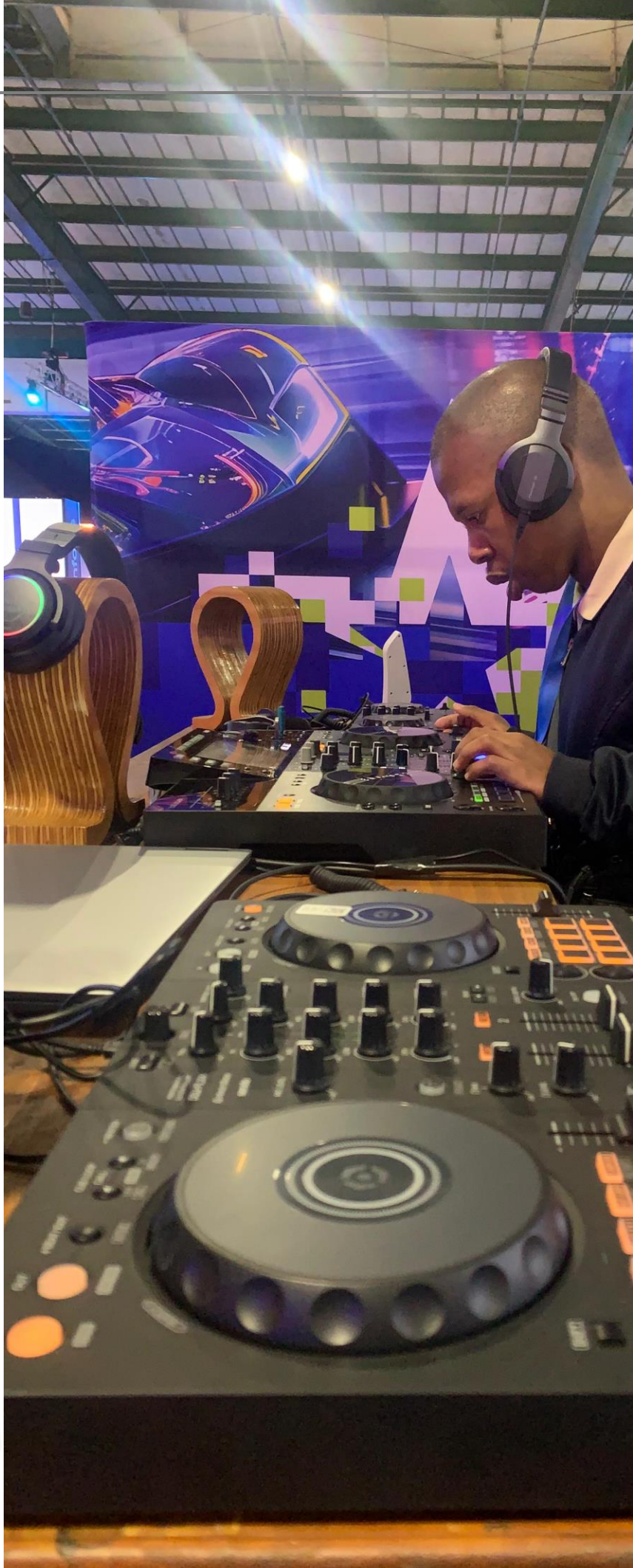
kicked things off with a bang. Security was tight, the energy was safe but electric, and everywhere you looked there were cosplayers in full force.

Our team rotated DJs throughout the day, keeping the soundtrack fresh and making sure the stand stayed a magnet for anyone walking by.

The Incredible Connections competitions and money machine had people rushing over every two hours, while curious fans lined up to try their hands on the DDJ-FLX4 — sparking hot debates about how it stacked up to the legendary DDJ-400.



proaudio



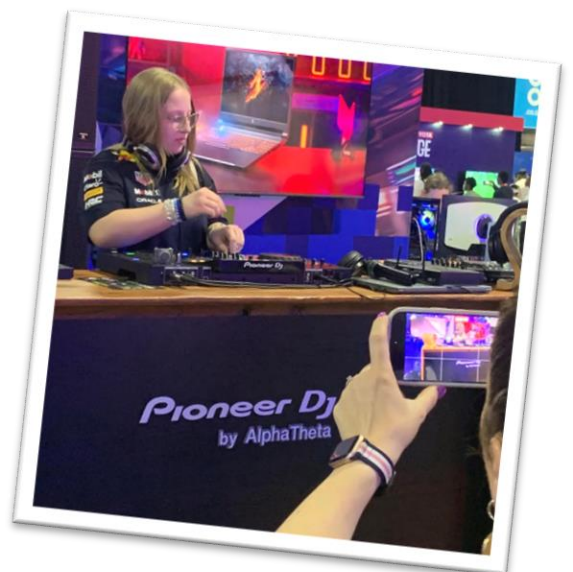


# By Day 2,

things had levelled up. More traffic, more costumes, more energy. Cosplayers were stepping up to the decks and drawing massive crowds with every mix.

The competitions were buzzing with entries, the collab between us and Incredible Connections felt seamless, and by late afternoon our stand looked less like a demo space and more like a mini dance floor.

A special highlight? Lady Lea stopping by — and her daughter absolutely stealing the show when she jumped on the decks.





# Day 3,

cranked it up again. The crowds thickened, competitions shifted to every hour, and the hype around the money machine created waves of excitement.

People weren't just watching — they were cheering, vibing, and pouring into our space nonstop. The synergy between our Proaudio crew and the Incredible Connections team was locked in tight.

Music dropped smoothly when announcements went live, the mic work was sharp, and the energy never dipped.



*Pioneer Dj*  
by AlphaTheta

# And then came Day 4.

The final stretch. The vibe was still alive, though a little more chilled, which gave us time to really connect with the crowd. Hourly competitions kept the energy high — and four lucky winners walked away with brand new PlayStation 5s.

Each prize moment was celebrated with a track drop on the decks, turning giveaways into mini parties. By this stage, it felt like we weren't two teams anymore but one fully fused crew.

Even better, people started approaching us with ideas for future collaborations, bookings, and DJ School enrollments — proof that the momentum will keep rolling long after Comic Con closed its doors.





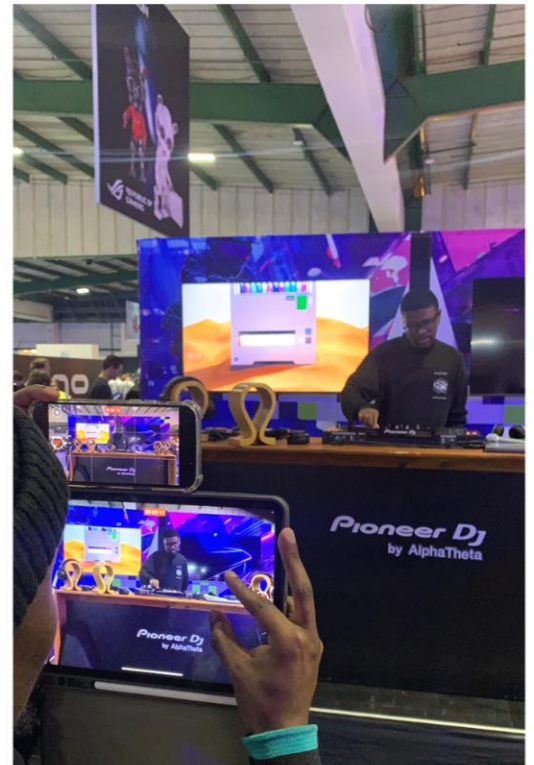


# Across all four days,

Comic Con 2025 was a smash. Proaudio brought the sound, the stand stayed alive, and the partnership with Incredible Connections proved just how powerful collaboration can be. From wild cosplay mixes to PS5 prize drops, from global DJs to kids trying decks for the first time, our corner of Comic Con was a constant hotspot.







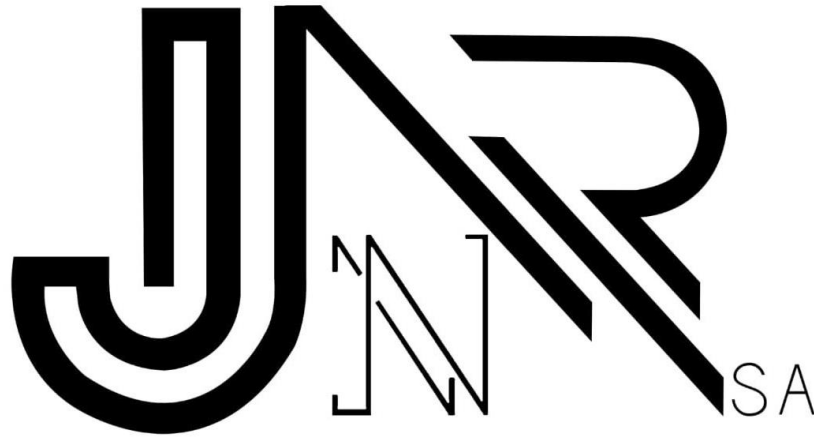
# The takeaway?

When you bring music, energy, and community together, magic happens. And this year, it happened loud.





# Dancing the World Into His Afro



South Africa has always been a breeding ground for groundbreaking sounds, and few artists embody that spirit more than Jnr SA (Lesego Junior Nkooe). From his roots in Mabeskraal village in Rustenburg to the global stage, he has carved out a place as one of the country's most exciting musical exports.

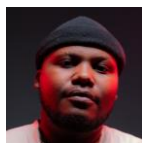
A multi-SAMA Award-winning DJ, producer, and pioneer of the 3 Step sound, Jnr SA has worked with heavyweights like Shimza, Darque, Kabza De Small, and Sun-El Musician, all while keeping his unique voice at the forefront of Afro House. His remix of Candi Staton's "Hallelujah Anyway" on Defected Records confirmed what many already knew — he's a visionary artist capable of taking South African rhythms and making them resonate worldwide.

Now, with his debut album *Dance To My Afro* in the works and international performances lined up across Europe and Africa, Jnr SA is proving that his journey has only just begun.





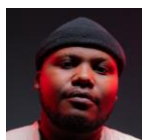
**For those who might be discovering you for the first time, who is Jnr SA and how would you describe your journey into music?**



Lesego Junior Nkooe, professionally known as Jnr SA, is a celebrated South African artist, DJ, and multi-SAMA Award-winning producer born in Rustenburg (North West) Mabeskraal village. My journey into the music industry started when I did an Afro Remix of a well known amapiano song ,titled Abalele by Kabza De small which cemented my sound and growth in the game.



**You've become a celebrated figure in Afro House and a pioneer of the 3 Step sound - how did that unique style come about?**



As much as there were songs that are 3 step which were released some time ago I have to give credit to Thakzin for making it popular which actually made me join him and help flood the market alongside Dlala Thukzin who commercialized the sound and it's such an honor to be recognised as one of the producers that contributed towards it.



**Your career includes collaborations with big names like Shimza, Darque, Kabza De Small, and Sun-El Musician. What have you learned from working with these industry giants?**



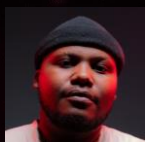
Having to work with the likes of Darque , Shimza , Kabza De small and Sun -El taught me a lot of things because each and every one of them have their own way of doing things musically and it actually opened a lot of doors for me just by being surrounded by these industry giants and them playing my music on global stages brought the attention from both local and international audiences but mostly I learned to be humble at all cost and never downplay my hard work and achievements.







**Your remix of “Hallelujah Anyway” for Defected Records has been widely acclaimed. How did that opportunity come about, and what did the track mean to you personally?**



I remember doing the remix for Hallelujah anyway as a bootleg 1st then I sent it to both Darque and Shimza , their feedback was “this needs to be dropped officially “ and they used their channels to get it to Defected records and Kid Fonque made sure it gets approved and I’ll forever be grateful for that opportunity. The track meant a lot to me as it was my 1st official remix to be officially released and having to be trusted with this classic will always be an honour and a privilege.





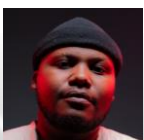
**Winning multiple SAMA Awards is no small feat. How has this recognition influenced your career and creative process?**



Having to win multiple SAMA Awards influenced my career in a positive way that I strongly believe that I'm in the right path and made me to create even more and get to explore all the sounds which resonate with everyone across the world.



**You've toured across countries like London, the Netherlands, Nigeria, Kenya, and Zimbabwe. How have these international experiences shaped your music?**



Being able to tour internationally through my music and the kinda sound I make, seeing people receiving it so well and asking for more made me grow musically and I got to understand what the people want to hear and I'm here for it.



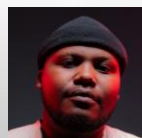
**Your upcoming debut album is highly anticipated. Can you share a little about the sound, influences, and stories we can expect?**



I'm currently working on my 1st Debut studio Album titled "Dance To My Afro" part 1 which I'll be sharing all sorts of sounds I've been doing from Afro house to 3step featuring amazing talents and some of the industry giants and I can't wait to share it with everyone.



**Looking ahead, with your focus now shifting to Italy and Spain, what are your biggest goals and dreams for the next chapter of your career?**



My biggest goals in my career is to be a renowned Dj/producer on a global scale and not only just tour the world but to be able to host my own events both locally and internationally and that's what I'm working on for the next chapter in my career.







**“Being able to tour internationally and seeing people receive my sound so well made me grow musically. It taught me what the world wants to hear — and I’m here for it.”**

— Jnr SA



**“Winning multiple SAMA Awards influenced my career in a positive way that I strongly believe I’m on the right path. It gave me the drive to create even more and explore sounds that resonate with people across the world.” – Jnr SA**







AlphaTheta  
**XDJ-AZ**

# Inspiration Meets Performance



There are moments when music doesn't just fill the air, it fills you with possibility. The new AlphaTheta XDJ-AZ is built for exactly that feeling. More than a DJ controller, it's a gateway into the world of expression, freedom, and connection — designed to take you from your first mix to the kind of performance that moves a crowd.





AlphaTheta



1

PUSH  
TO TALK

TALK  
OVER



CLIP  
SIGNAL



2

CLIP  
SIGNAL

LEVEL

OUT

RELOOP/EXIT

DECK

## The XDJ-AZ is a statement of simplicity meeting power.

Everything you need is right at your fingertips, no laptop required. Its standalone design means you can step into your set with confidence, knowing that nothing stands between your creativity and the audience.

The layout feels familiar yet refined, with large jog wheels, responsive pads, and a clear display that keeps you focused on the music, not the menu.

## What makes the XDJ-AZ truly inspirational is how it grows with you.

Beginners find confidence in its intuitive workflow, while seasoned DJs uncover depth and versatility that matches their ambition. It allows you to browse, mix, and create seamlessly, turning every track into part of a bigger story. It's not just about playing music — it's about shaping moments, layering energy, and bringing people together under a single rhythm.





**In the end, the  
AlphaTheta XDJ-AZ  
is more than a  
piece of gear; it's  
an invitation.**



**An invitation to  
explore, to push  
boundaries, and to  
believe that your sound  
is worth sharing.**









# Music is Life, and Life is Music



For DJ Minx, music isn't just sound — it's the heartbeat of her existence. Raised in a home where rhythm and energy were ever-present, she grew into one of South Africa's most versatile and dynamic DJs.

With a career shaped by passion, training at the Soul Candi Institute of Music, and performances spanning from local festivals to international stages in Australia, New Zealand, and Bali, Minx has become a global force. Her ability to move effortlessly between Afro House, Disco House, Indie Dance, and melodic underground sets her apart, while her mantra “Musica es Vida” continues to guide her journey.

From Ultra South Africa to intimate club nights, Minx thrives on connection, creating unforgettable moments that remind audiences why music truly is life.





**Minx, For those who may not know you yet - how would you describe yourself as an artist?**



MINX – I was beyond blessed growing up in a high-energy environment as a child where music was always at the forefront of our household, this in turn nurtured my passion and inspired me to become the artist I am today.

My versatility and connection I have with various genres helps me to create that top tier engagement with my audience which I portray during my sets. I thrive on interacting with the crowd, delivering a unique vibe and atmosphere that leaves a long lasting impression on both myself and my fans – creating memorable moments that linger long after my sets are done.

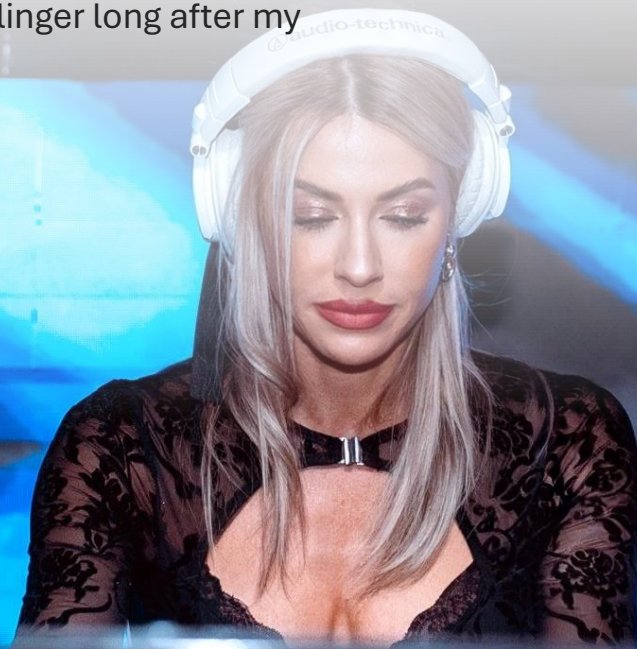


**Your passion for music started at a very young age, inspired by the words “Musica es Vida.” Can you tell us more about that phrase and how it’s shaped your journey?**



MINX – “Musica es Vida” which means Music is Life – has been my guiding slogan and philosophy since entering the DJ scene 13 years ago. I was looking for a way to deeply connect my passion for music, something that would serve as a constant reminder of why I chose to be a part of something so beautiful.

The idea manifested as an art form on the basis of a tattoo. This slogan helped me to shape and create a permanent imprint on my heart and soul that will forever represent my musical journey.





**You studied at the Soul Candi Institute of Music - how did that experience influence your sound and technical approach to music production and performance?**



MINX – Ryan Murgatroyd, one of our renowned industry leaders and owner of Soul Candi, was a major inspiration for me upon starting my journey as an artist. As for my tutor, Blanka Mazimela, he guided and challenged me to grow both mentally and technically which helped to shape my abilities as a true performer.

My experience at Soul Candi wasn't just about learning how to use software or equipment, it also helped me to better understand music theory, sound design and the art of telling my story through sound.

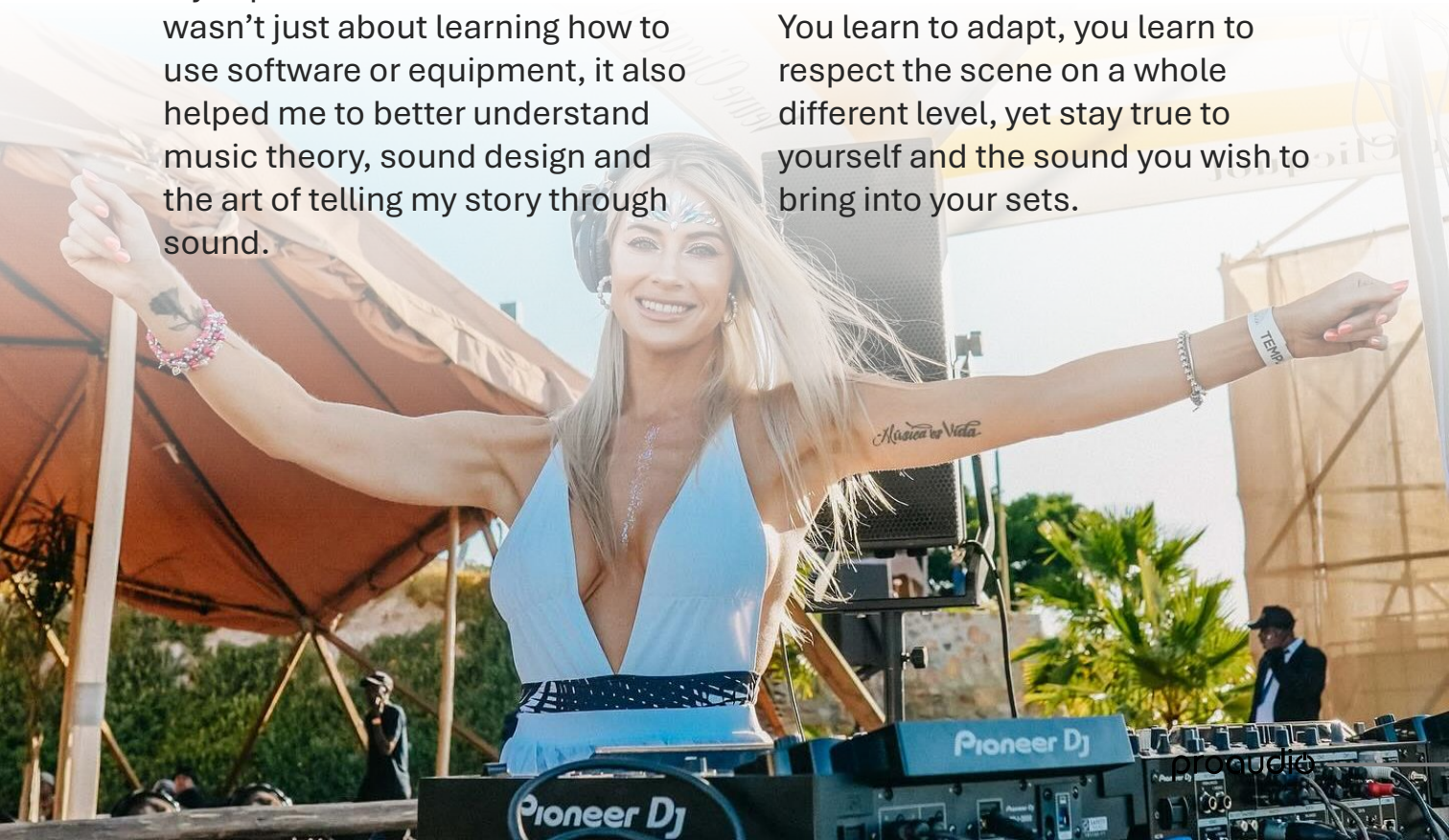


**You've performed across Africa and internationally in places like Australia, New Zealand, and Bali. How have those global experiences shaped your identity and sound as a DJ?**



MINX – Expanding your knowledge on a global scale is crucial for learning and acquiring new skills. There is such a vast world out there beyond our local stages. These experiences humbled me, it allowed me to genuinely appreciate my growth and to respect constructive feedback from the international agencies I had the opportunities to perform for.

You learn to adapt, you learn to respect the scene on a whole different level, yet stay true to yourself and the sound you wish to bring into your sets.







**Your style blends everything from Afro and Disco House to Indie Dance and melodic underground. How do you go about curating your sets to appeal to such a wide range of audiences?**



**MINX** – Performing internationally definitely taught me the importance of adapting sounds. My ability to read the room and create a journey for the crowd has certainly been a huge learning curve for me as I always try to deliver my sets with both intent and spontaneity.

I am constantly building a broad palette of tracks that resonates with me emotionally. Each genre brings its own flavour and it is always so important to me that I focus on finding tracks that compliment each other. My end goal is to always create a connection with my audience.





**You've played at major events like Ultra South Africa. What has been one of your most memorable gigs so far, and why did it stand out?**

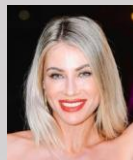


MINX – I have truly been blessed beyond measure to have performed at numerous events and festivals, both local and international, but Ultra South Africa will always be the most memorable one for me. I had the opportunity to dedicate a few words in memory of a dear friend we had lost the year before.

As I finished the speech a small flock of birds flew over that massive stage cutting through the sunlight, while I played a track that will forever remind us of him. Thinking back on that moment still gives me goosebumps, it was incredibly special to share something so personal with a crowd that size.



**As a woman in the music and DJ industry, what challenges have you faced, and how have you overcome them to build the strong presence you have today?**



MINX – The DJ industry definitely comes with its own set of challenges, whether it's facing stereotypes, being underestimated or having to work twice as hard to be respected on a serious level. You feel the pressure to constantly prove yourself technically and creatively.

I always had to remind myself that instead of letting these factors discourage me, I used it as fuel. I would sit and prepare my sets each and every time (I still do that to this day), focusing on refining my craft and building a sound that is true to who Minx is. I also make sure to make a point by surrounding myself with a supportive fan base and community - working with individuals who uplift rather than compete.

I always have my work cut out for me, but I am very proud to be part of a generation that's pushing for more representation in the scene.





**Looking ahead - what's next for Minx in 2025 and beyond? Are there any upcoming projects, collaborations, or goals you're excited to share?**



**MINX** – I am always focusing on improving and growing my brand, reinventing my sound and pushing myself as an artist. I have some exciting projects coming up which I will be sharing with the public very soon, I like to keep my ideas hush hush until the last possible moment.

“As a woman in this industry, I’ve had to face stereotypes and challenges, but instead of letting them discourage me, I’ve used them as fuel. Every set I play is proof that passion and hard work always speak louder than doubt.” – DJ Minx

“Musica es Vida — Music is Life — has been my guiding philosophy since the start. It’s more than just words; it’s the imprint of why I do what I do.” – DJ Minx







# AlphaTheta **HDJ-F10**



# Hear the Future, Feel the Music



Great performances start with what you hear. The AlphaTheta HDJ-F10 isn't just another pair of headphones, it's a tool designed to unlock your full potential as an artist. Every detail, from the comfort of the fit to the clarity of the sound, has been crafted to help DJs, producers, and performers connect more deeply with their music and their audience.





The HDJ-F10 takes wireless freedom to a new level, delivering ultra-low-latency performance that feels as natural as being plugged in. That freedom doesn't mean compromise — the sound is powerful, balanced, and precise, giving you the confidence to make decisions in the mix without second-guessing. Whether you're cueing the next track or sculpting a new production, these headphones keep you in control.

But beyond the technology, the HDJ-F10 inspires a mindset. It represents the future of performance — untethered, uncompromised, and unrestricted.

They invite you to move, to explore, to express without limits. In the booth, on stage, or in the studio, they are a reminder that music is meant to flow freely.

Wearing the **HDJ-F10** isn't just about monitoring your sound, it's about stepping into a space where possibilities open up.

They don't just let you hear the music — they let you feel the confidence, energy, and freedom that drives unforgettable performances.



# THE UNTOLD STORY of Our First DDJ Controllers



Back in 2011, Pioneer DJ took its first step into the world of controllers, and it was a time of both excitement and uncertainty. The DJ world was buzzing, not just about the music being played, but about how it was being played. Vinyl, USBs, laptops, controllers, CDJs — DJs and venues were still trying to figure out what the future would look like, and audiences weren't always sure what to make of it either.

# International heavyweights

like **Richie Hawtin** captured the spirit of the era when he said, “We are in the century of customisation, of personalisation, in hardware and performance.” But with all that possibility came chaos. Venues often struggled with changeovers between DJs using totally different setups. Cables everywhere, laptops crashing, and the occasional awkward silence on the dance floor were part of the growing pains. Even audiences had to adjust, with glowing laptop screens in DJ booths drawing mixed reactions.

## DDJ-S1



This was the environment into which Pioneer DJ released its very first controllers — the DDJ-S1 for Serato and the DDJ-T1 for Traktor. Both took inspiration from the already iconic DJM and CDJ range.





But, as former product planner Takafumi Nitta later admitted, the response was not what the team had hoped for. They looked the part, but they were bulky, not really suited for the DJ booth, and limited by the software they shipped with. It was a rocky start for what would later become one of the most important product families in DJ history.

To understand why, you have to go back a little further. The early 2000s was a decade of seismic change for DJ technology. Final Scratch appeared in 2001, blowing minds with the idea of controlling digital files through vinyl. Ableton Live opened up the possibility of DJing with loops and production-style tools.

The MP3 format turned music collections into something you could carry in your pocket. And controllers like the Vestax VCI-100 began to show DJs a new way of performing. But these innovations also split opinions. While techno artists like Richie Hawtin, Carl Cox, and Adam Beyer embraced digital setups, others mocked DJs for “checking their email” behind laptop screens.



It was in this atmosphere of exploration and tension that the term “controllerism” was born. Inspired by turntablism, it described the new movement of DJs who treated controllers as instruments — chopping, triggering, and re-shaping tracks in ways that vinyl alone could never allow. It was raw, experimental, and controversial, but it was also the start of something big.



**Vestax VCI-100**

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Pioneer DJ, known for defining the CDJ and DJM experience, was not going to sit on the sidelines. The DDJ range needed direction, and in 2012 that direction arrived with the DDJ-SX. Built specifically for Serato DJ, the SX embraced performance pads, integrated FX, and a design made for professionals. It set a new standard and paved the way for controllers to be taken seriously.

Soon, the DDJ-SZ followed, giving DJs a true “CDJ + DJM” feel in a single unit and even allowing for smooth back-to-back sets with dual laptop inputs.

The insight that changed everything came from listening to the users themselves. Research showed that it wasn’t just bedroom hobbyists buying controllers.



**DDJ-ERGO**

Mobile DJs — the kind we know well here in South Africa, playing weddings, corporate events, and bar residencies — were the real driving force. They needed flexibility, portability, and professional features all in one, and controllers gave them exactly that. The DDJ-SX and SZ answered that call, and suddenly controllers were no longer seen as a compromise but as a serious choice.

From there, the story unfolded quickly. Entry-level gear like the WeGO series and later the DDJ-400 and DDJ-FLX4 gave beginners a way to learn with professional tools at a price they could afford.



**DDJ-WEGO2-R**





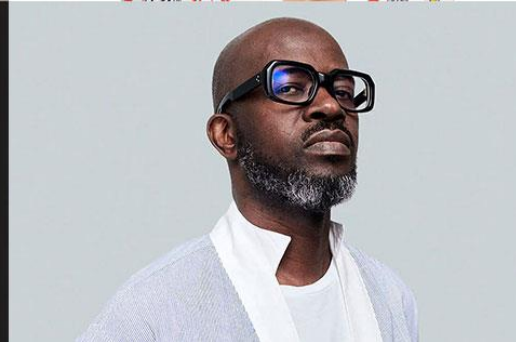
High-end controllers like the DDJ-1000 and DDJ-REV7 pushed the boundaries of what was possible, blurring the lines between standalone setups and traditional CDJ rigs. And with rekordbox DJ performance mode, Pioneer DJ’s own software platform stepped up to meet the needs of DJs everywhere.

Looking back, the early missteps were necessary. They taught Pioneer DJ to listen, to collaborate, and to innovate with courage. As one product planner put it, the DDJ-SX reminded the company of “the importance of shared vision, collaboration, and perseverance.” That spirit laid the foundation for an entire generation of DJs.

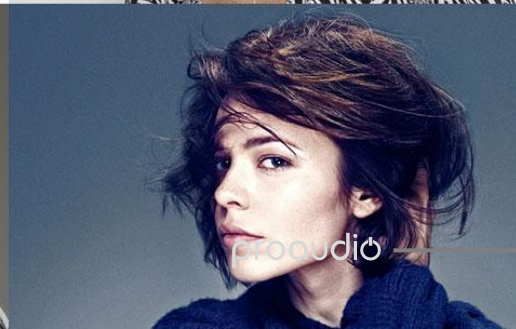
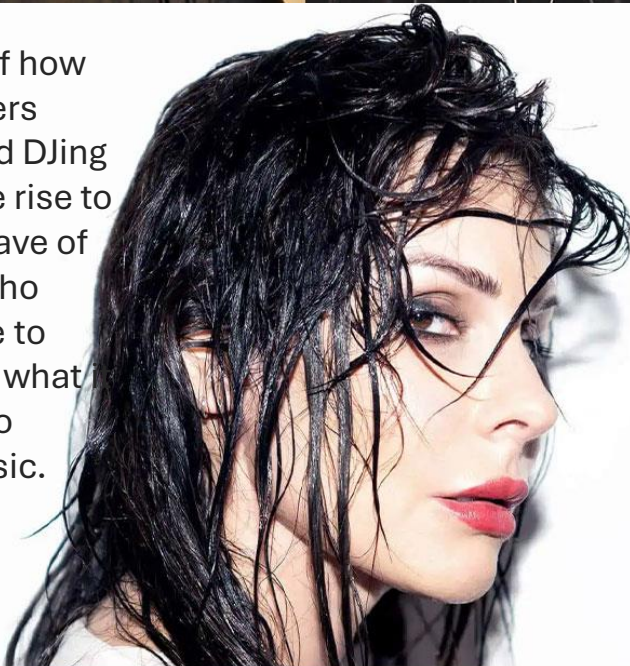
**In South Africa**, that impact is clear. The DDJ series has opened doors for thousands of young DJs — from teenagers mixing at home to performers filling clubs, festivals, and weddings across the country.

Platforms like YouTube and TikTok have only accelerated the movement, making it easier than ever to learn, share, and grow.

What started  
as a bumpy  
beginning in  
2011 has  
become a  
cultural  
milestone:



a story of how  
controllers  
reshaped DJing  
and gave rise to  
a new wave of  
artists who  
continue to  
redefine what  
means to  
play music.





AlphaTheta

One  
Through  
Music

Pioneer DJ

# The AlphaTheta Experience Centre

Sandton just got a brand-new heartbeat, and it's pumping to the rhythm of the AlphaTheta Experience Centre at Proaudio. This isn't just a showroom; it's a playground for DJs, producers, and music lovers to step into the future of performance.

Designed to showcase the full AlphaTheta and Pioneer DJ ecosystem, the Experience Centre is a first-of-its-kind space in South Africa where anyone can explore, experiment, and get hands-on with world-class gear.

# START FROM SCRATCH

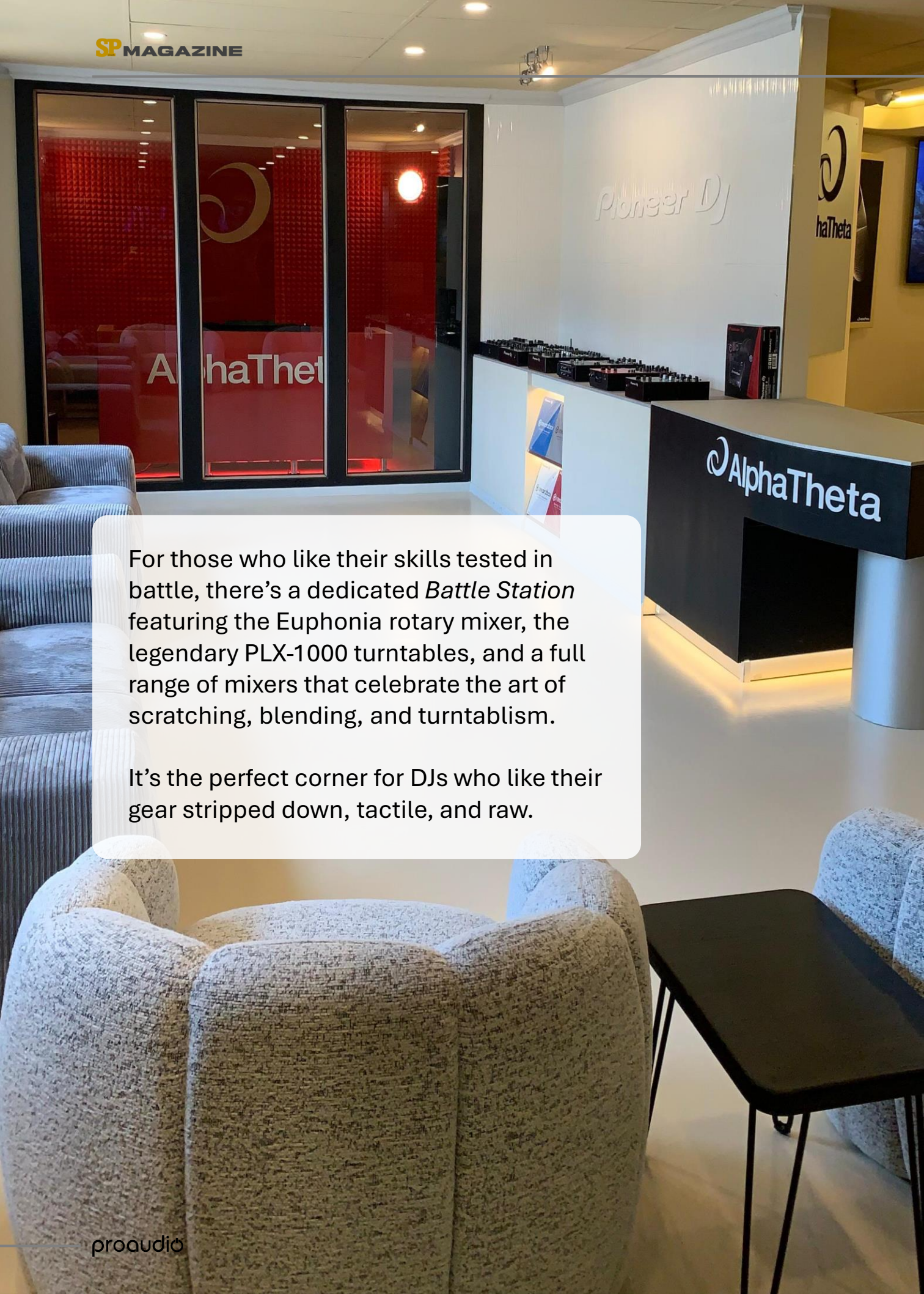
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MAGAZINE



The journey begins at the *Start from Scratch* section, a space that speaks directly to newcomers and aspiring DJs. Here, you'll find the approachable but powerful DDJ-FLX2, DDJ-FLX4, and DDJ-REV1. Right alongside, the portable Omnis-Duo and the Wave-Eight wireless speaker show how performance can travel beyond the booth and into any space you can imagine.



The image shows a modern exhibition booth for AlphaTheta. On the left, there's a large window with a red-tinted interior and the AlphaTheta logo. To the right, a white wall features the 'Pioneer DJ' logo. Below it, a display case holds various DJ mixers and turntables. In the foreground, a black reception desk with the AlphaTheta logo is visible. The booth is furnished with grey armchairs and a black side table. A text overlay in the center provides information about the 'Battle Station' and the types of equipment available.

For those who like their skills tested in battle, there's a dedicated *Battle Station* featuring the Euphonia rotary mixer, the legendary PLX-1000 turntables, and a full range of mixers that celebrate the art of scratching, blending, and turntablism.

It's the perfect corner for DJs who like their gear stripped down, tactile, and raw.





Step further in and you'll hit the *Main Section*, the crown jewel of the centre. Here, everything from the CDJ-3000 and DJM-A9 to the mighty DJM-V10, DDJ-REV7, XDJ-AZ, and XDJ-XZ are all connected and ready to play.

Headphones, monitor speakers, and every tool you need to build a flawless set are right there, waiting to be experienced.







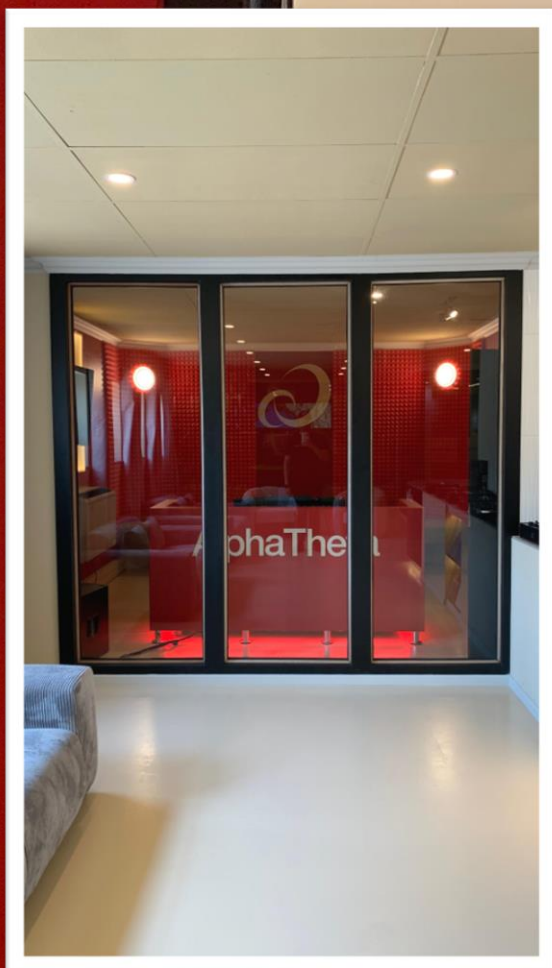
For producers, there's the *Music Production Section*, a space that introduces a new way of thinking about creativity.

At the centre of it all sits the freshly released Chordcat, a groundbreaking tool for building harmonies and ideas instantly, alongside gear designed to inspire the next generation of studio heads.



Larger training groups and workshops find their home at the *Main Booth Section*, a versatile space where Proaudio will host sessions, demos, and classes, giving DJs and creators a chance to learn directly on the gear that defines clubs and festivals around the world.





And then, tucked away but impossible to ignore, is the *Red Room*. This isn't just another DJ booth — it's a glass-fronted stage where DJs can record world-class sets with the best gear AlphaTheta has to offer, including the flagship Opus Quad.

rekordbox







With the crowd able to watch from the outside, the Red Room turns recording into a performance of its own, blending education, entertainment, and inspiration.





# proaudio TRAINING ACADEMY

DJ & MUSIC PRODUCTION

Adding to all of this, Proaudio has now launched a **DJ & Production School**, officially authorised and accredited by AlphaTheta Global.

This means students can train on the very best gear with world-class instruction, ensuring a learning experience that is internationally recognised.



## The DJ Courses

Include:

*Start from Scratch* at R3,500,  
the *AlphaTheta Pack* at R6,500,  
*On the Go* at R6,500,  
and two top-up modules:  
*DJ Branding* at R1,500 and  
*Rekordbox* at R1,500.

## Music Production Courses

offer *Essentials* at R4,500,  
*Sound Architect* at R6,500,  
and *Sound Master* at R8,500.

The school offers  
a full range of  
courses designed  
for every level.

One  
Through  
Music

# AlphaTheta

The AlphaTheta Experience Centre at Proaudio is more than a showroom — it's a hub, a training ground, and a celebration of the culture. Whether you're an absolute beginner, a bedroom producer, or a touring professional, this is the place where South Africa meets the future of DJing.



# AlphaTheta

## Your Inner Musician





Ever wished you  
could **play the  
right chords**  
without years of  
music theory  
lessons?

That's exactly what the new AlphaTheta Chordcat is here to do, and it's about to change the way DJs and producers approach creativity.

The Chordcat isn't just another piece of gear; it's a compact, futuristic controller designed to help you explore harmonies and chord progressions with ease.

Whether you're a beginner who wants to sound polished or a pro looking to spark new ideas, this device makes the language of music instantly accessible.



## Browsing sounds

- Scroll through endless presets with ease, finding the perfect sound in seconds.
- Hear instant previews so inspiration never slows down.
- Save your favorites to jump back into creative flow quickly.

## Exploring chords

- Trigger lush chords with a single pad, no theory required.
- Color-coded layouts make progressions visual and intuitive.
- Experiment freely to discover new harmonies that inspire fresh ideas.

## Layering drums

- Stack kicks, snares, and hi-hats to build full beats on the fly.
- Balance and blend layers for a punchy, professional sound.
- Keep the groove evolving by adding or swapping drum textures.

What makes it so exciting is how effortless it feels. **Connect the Chordcat and you can instantly trigger rich, full chords with just one pad press.** There's no fumbling through keys and no worrying about hitting wrong notes, only pure creativity at your fingertips.

Each chord type is color-coded, making it visually intuitive, almost like a musical map that guides both your fingers and your ears. It's built with today's DJs and producers in mind, bridging the gap between the DJ booth and the studio, giving you the freedom to add depth to your sets or to lay down professional-sounding progressions in your next track.

The beauty of the Chordcat lies in how accessible it is. It's perfect for bedroom DJs, studio producers, live performers, and even musicians who already know their scales but want a faster, more playful way to experiment. It's not about replacing skill, but about unlocking possibilities.

Fun, intuitive, and full of those "aha" moments every time you touch it, the AlphaTheta Chordcat feels less like a tool and more like a doorway into inspiration. Whether you're chasing a spark of creativity or building a full production, **this little box might just become your new secret weapon.**



**Chord**  
*cat*





SP MAGAZINE



At the heart of South Africa's vibrant music and cultural landscape lies G-CAP (Great Cape Ambassadors Program), a non-profit organisation rooted in the transformative power of Hip-Hop. Through the five elements of Hip-Hop - breaking, emceeing, turntablism, graffiti, and self-knowledge - G-CAP equips young people with essential life skills, career pathways, and a sense of identity.

**Its mission is clear:** *"To ignite the Grand Master in every South African child by cultivating communities where personal mastery is rooted in culture, forged through innovation, and achieved through collective upliftment."*

From its origins in community activism to its far-reaching educational projects, G-CAP has grown into a beacon of creativity, resilience, and opportunity. Three initiatives stand out in shaping its impact: the BeatBangaz DJ Academy, Kids Music Fun (KMF), and Safer Roads for All (SR4A).



**Sound Press celebrates** G-CAP's groundbreaking work and its commitment to turning creativity into empowerment. These projects remind us that music is more than entertainment - it is a tool for education, community building, and transformation.





## BeatBangaz DJ Academy

### Where Talent Meets Opportunity

Founded in 2000 by legendary South African DJs Ready D, E-20, and Azuhl, BeatBangaz DJ Academy began as a bold vision to uplift communities through the art of DJing. Originally launched as The ScratchLab, the project quickly evolved into a full-fledged academy - offering a lifeline of skills development for youth who might otherwise be left without direction.

At BeatBangaz, students are not just taught how to mix music - they are taught discipline, creativity, and employable skills. Courses merge traditional DJ techniques with cutting-edge music technology, preparing students for careers in the global entertainment industry. With access to manuals, audio-visual resources, fieldwork, and one-on-one mentorship, learners walk away with more than technical know-how: they gain confidence, resilience, and community.

The Academy's reach extends far beyond Cape Town. Alumni have gone on to perform internationally, produce music, and create cultural movements of their own.



What began as a grassroots initiative has now grown into an internationally respected institution - proof that music can truly transform lives.

For many of its students, BeatBangaz is not just an academy - it's a family and a launchpad to a brighter future.





## Kids Music Fun (KMF)

### Tackling Youth Unemployment Through Creativity

South Africa faces a staggering challenge: more than 3 million young people aged 15–24 are NEET (not in employment, education, or training). Recognising this, G-CAP launched Kids Music Fun (KMF) in 2020, a bold and innovative programme that uses music and the arts as tools for empowerment.

KMF is more than just a youth festival. It is a holistic music and arts initiative that fosters creativity, self-expression, and entrepreneurial thinking. Young people are not simply participants - they are leaders. They plan, organise, and run the annual festival, gaining hands-on experience in event management, performance, and production.

This model of youth-owned development does more than create memorable events - it builds resilience, confidence, and job readiness. By empowering young people to take ownership, KMF opens pathways into the entertainment industry and beyond, giving them a chance to shape their futures on their own terms.



Through KMF, young South Africans learn to see themselves not just as consumers of culture but as creators, innovators, and entrepreneurs - a powerful shift in mindset that can transform entire communities.







## Safer Roads for All (SR4A)

### Driving Change Beyond the Streets

The third cornerstone of G-CAP's work is Safer Roads for All (SR4A), launched in 2017 to combat South Africa's alarming road fatality rate. With nearly 17,000 road deaths annually, including 3,000 children, SR4A uses the universal appeal of autosport and Hip-Hop to promote road safety in a way that resonates with the youth.

Through drifting, spinning, advanced driving experiences, and cultural events, SR4A creates safe spaces where young people can learn about responsible driving while enjoying the thrill of car culture. Beyond the adrenaline, the message is clear: road safety is a collective responsibility that starts with the individual.







## Culture, Community, and Collective Upliftment

**G-CAP's projects are different in focus, but united by a single thread: the transformative rhythm of Hip-Hop.**

From the turntables of BeatBangaz to the festival stages of KMF and the spinning tracks of SR4A, each initiative builds skills, instils values, and creates opportunities for youth who need them most.

As CEO and co-founder Grand Master Ready D leads with lived experience in Hip-Hop culture and activism, alongside Chairperson Malikah Daniels, who drives the organisation's community-centered approach. Together with a committed team, they ensure G-CAP remains true to its roots: empowering South Africa's youth to find their voice, master their craft, and uplift their communities.



And at the heart of it all lies a philosophy summed up by Ready D himself:

*"Humility. Creativity. Purpose. Helping young people learn new skills with humility, break their personal limits with creativity, and create legacies with purpose, are at the heart of our mission."*

– Grand Master DJ Ready D, Founder & CEO





# DJ E-Minor

Scratching His Way Into History



From digging through his father's old records in the garage to joining one of Cape Town's most legendary DJ crews, DJ E-Minor (Malik Peters) has been hooked on turntables since day one.

Inspired by his dad, DJ E-Minor, and driven by a passion for scratching, he's carved out a path that blends heritage with ambition.



**What made you want to start DJing, and how did your dad, DJ E-20, inspire you?**



I was always intrigued by records and physical media, and I've always loved the feel and even the smell of them. One day, I was looking in our garage for some old records of my dad, and one record called "phrase" by Swiftstyle caught my eye, I played it and discovered it was a scratch tool, and the rest is history.

Inspiration from my dad came from a young age because almost all of the music that he played had scratching in it, and he would always let me mess around on the turntables whenever he was busy.



**What's your favourite song or beat to scratch with right now?**



My favorite beat to scratch to is from a record called Needle Thrashers Vol 4 side A1. The beat has a simple pattern and it's just a really easy beat to scratch to.



**How does it feel being part of the Beatbangaz crew and representing Cape Town?**



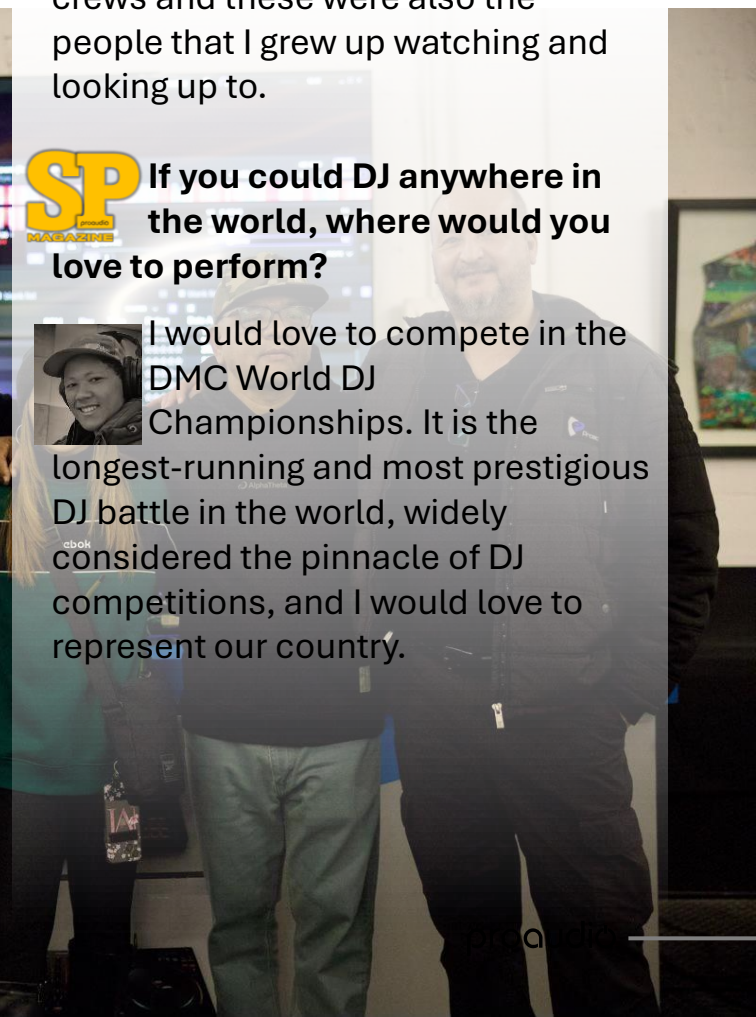
It's mind-blowing because now I'm a part of one of Cape Town's most legendary DJ crews and these were also the people that I grew up watching and looking up to.



**If you could DJ anywhere in the world, where would you love to perform?**



I would love to compete in the DMC World DJ Championships. It is the longest-running and most prestigious DJ battle in the world, widely considered the pinnacle of DJ competitions, and I would love to represent our country.







# Turn Every Mix Into an Experience



PowerWorks X16BT-UFM Mixer



**If you're looking for a mixer that can handle epic performances and studio magic alike, the PowerWorks X16BT-UX is your go-to.**



With 16 channels, fourteen mono and two stereo, it's built for creators who need flexibility and control for every source, from microphones and instruments to Bluetooth-fed playlists.



# This mixer doesn't just handle sound, it transforms it.

Inside is a 24-bit DSP engine offering 99 digital effects ranging from lush reverbs and delays to chorus and modulation, giving you the creative spark to elevate any mix. Add to that a clean, punchy three-band EQ on every channel and the ability to manage in-ear monitoring, and you've got a mixer that is as detailed as it is dynamic.

Connectivity is seamless. Whether you're streaming tracks over Bluetooth during a live set, recording directly via USB, or playing MP3s on the spot, the **X16BT-UX** adapts without missing a beat. Its solid build is matched with thoughtful design, featuring high-precision 60 mm sliders for smooth volume transitions and a 12-segment LED level meter that keeps your signal in check at all times.



# “This mixer doesn’t just keep up with your vision—it inspires it.”



For demanding gigs, podcasts, or studio sessions, there’s also phantom power for condenser microphones, full channel muting, and versatile routing through balanced main outputs, line outs, auxiliaries, and returns.

The **X16BT-UFM** stands out because it manages to be both rugged and refined. It carries the strength to handle the grind of live events while delivering the finesse needed for professional studio work.

Built for performers, producers, and creators who want it all in one package, it offers pro-level features at an accessible price point, making it a real game-changer in today’s music scene.

The **PowerWorks X16BT-UFM** isn’t just a mixer, it’s a command centre for creativity. It blends stage-ready power with studio-grade precision, making it the perfect partner whether you’re rocking a live crowd, producing in the studio, recording a podcast, or exploring new sonic territory.



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



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