



proaudio

Sound

January 2023

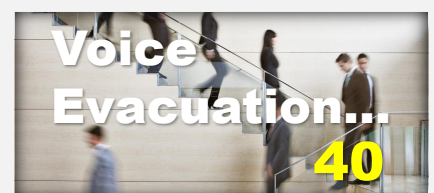
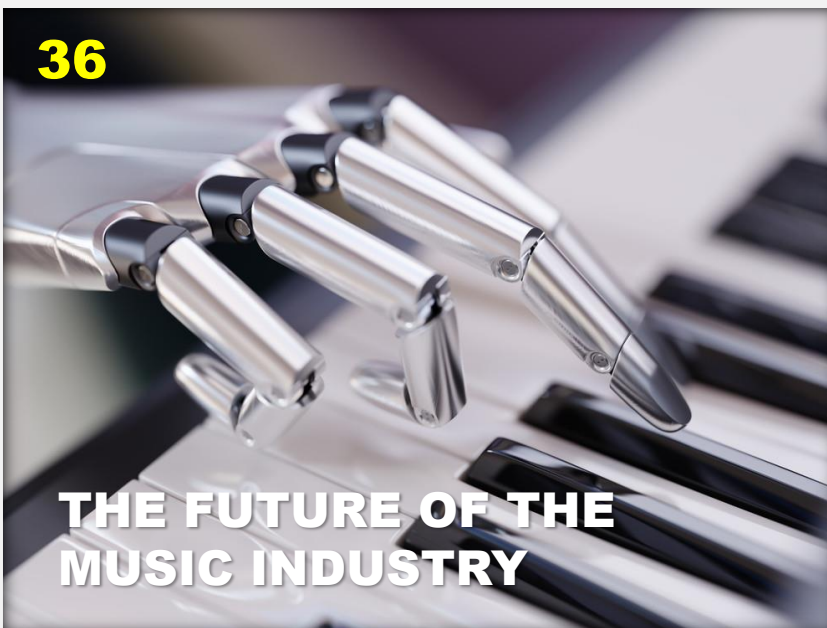
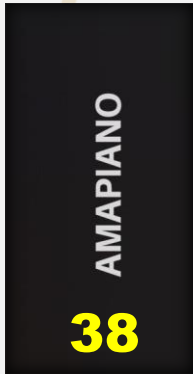
press

THE FUTURE HAS BEGUN!

- The Future of Music
- The Future of DJing
- The Future of Social Media

Welcome to another addition of our MONTHLY Newsletter.

IN THIS **ISSUE!**

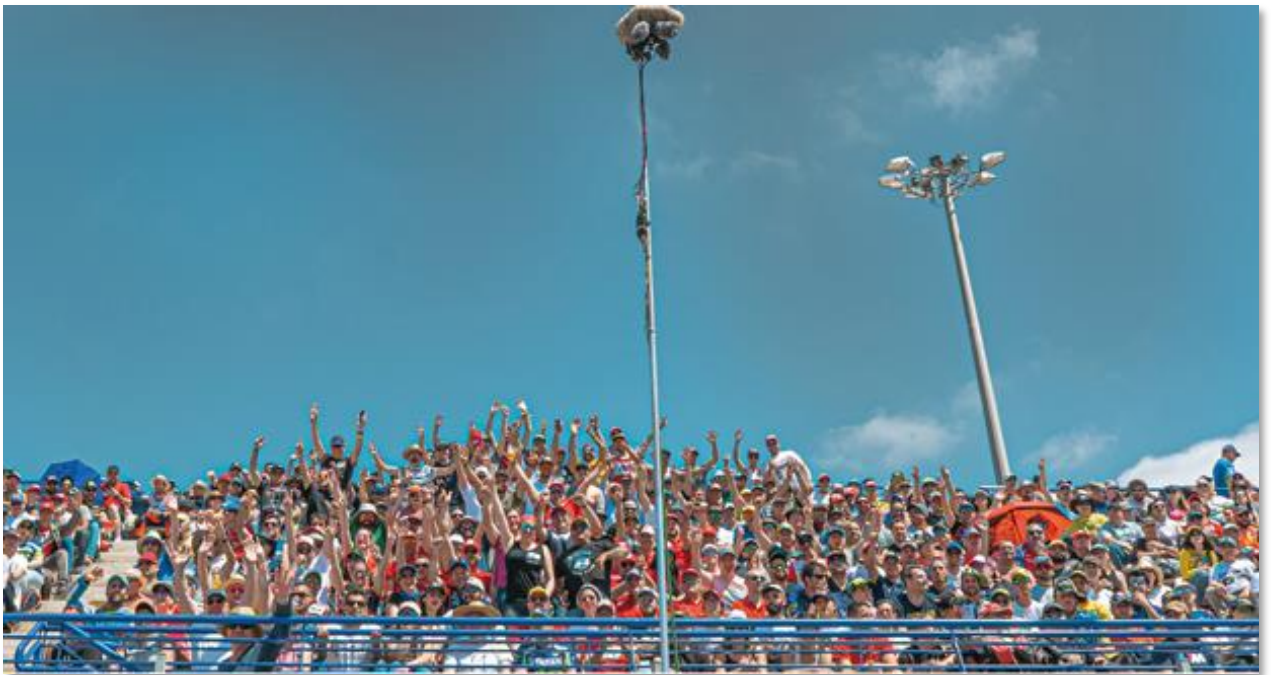


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Audio-Technica: That sound you can hear? It's the future – and it's immersive

For decades we've experienced recorded and amplified sound in stereo. But the real world doesn't work in such simple terms – and things are beginning to change.



Sound is all around us. So much is it part of our daily experience that it's taken entirely for granted. But the way in which we interact with the natural world, our communication with others and much of our recreation time is rooted in our being literally surrounded by sound. And, increasingly, the way in which we experience recorded and amplified sound is changing to reflect that.

Cinema, television, live events and concerts are all moving away from a simple “left/right” stereo delivery to what is typically referred to as surround or immersive sound.

Immersive audio, involving more than just two speakers providing stereo content, more accurately reflects the way we experience sound in the real world. It reaches the listener from above, behind and below in addition to the familiar left and right channels that stereo offers. This puts the listener at the centre of the audio experience. It's more engaging and also allows sound designers and producers significant new creative opportunities.

But the acquisition of audio for immersive experiences, whether broadcast or live art installation, presents challenges for content producers. Quality of recorded sound remains of paramount importance in such situations and – coupled with the logistics of capturing multiple channels of audio – this requires well-planned productions and the creative use of new technology.

Audio-Technica has a long history of delivering quality audio in a wide variety of commercial applications, from installation to broadcast and live sound, and the move towards immersive sound is continuing to drive the company's innovative approach.

360-degree microphone

Over the last three years, Audio-Technica has developed a 360-degree microphone to deliver immersive audio in conjunction with Spanish broadcaster Dorna Sports SL. The microphone's testing ground was the demanding environment of Moto GP™, the Grand Prix motorcycling championship, for which Dorna is rights holder.

Audio-Technica's 8.0 Microphone Concept is designed to be lightweight and small enough not just for discreet placement, but each of the eight 12mm elements can be removed from the core mount and packed away quickly in a compact case, making for fast deployment by a single operator.

The simplicity of the 8.0 Microphone Concept is a real advantage for producers who wish to capture immersive audio content in a realtime and fast-paced environment, offering them a practical and uncomplicated solution without the additional algorithms and decoding required in alternative immersive audio capture applications.

While the 8.0 concept was developed in a broadcast environment, potential applications for the new microphone are myriad, from concert hall performance and sound installations to outdoor festivals.

"As audiences expect and demand a more encompassing audio experience in their listening environments the need for realtime live immersive mixing is only going to increase." Says Rodrigo Thomaz, Audio-Technica Project Manager, Broadcast Partnerships: "The development of our 8.0 microphone and its proving in some extremely challenging, time-pressured broadcast situations has ensured that we're well placed to deliver the tools required at the very beginning of that immersive signal chain."

Audio-Technica celebrates 60th anniversary of founding

A series of events will focus on the value of analogue audio as Audio-Technica marks 60 years since founder Hideo Matsushita launched the company's AT-1 cartridge.



Audio-Technica has celebrated the 60th anniversary of the founding of the company with a series of events across the world on the theme of analogue living.

The company was founded as a Japanese manufacturer on 17 April, 1962 by Hideo Matsushita with the launch of an AT-1 cartridge.

Inspired by the depth of emotion he witnessed at vinyl listening sessions organised during his tenure at the Bridgestone Museum of Arts in Tokyo, Hideo Matsushita was determined to enable more people to experience the warmth of analogue listening.

In a small Shinjuku apartment, he established Audio-Technica and began developing cartridges. His first two products, the AT-1 and AT-3, achieved success and enabled him to expand the business. He then opened a larger headquarters in Machida, where the company still operates today.

On 17th April 2022 it was 60 years since Hideo created his first cartridge and Audio-Technica will mark this occasion by reaffirming its commitment to analogue. Focusing on a human-centred approach to the process of generating sound, the company sees analogue as an enjoyment and appreciation for audio that doesn't alter, despite the rapid changes throughout history.

Alongside cartridges, Audio-Technica began producing headphones in 1974, and microphones in 1978, – beginning every process with a transducer and aiming to deliver a pure, natural sound. At the core of every product is the art of analogue, as a delicate vibration is transformed into sound – both in the listening and recording processes.

Kazuo Matsushita, son of Hideo, became president in 1993 and the business continued to expand, opening offices throughout the world, and developing iconic products such as the modern VM series of cartridges, the ATH-M50x headphones and the AT2020 microphone.

Today Audio-Technica is an integral part of the audio industry, with products used at global events, on screen, in studios and in homes; retaining the “audio for all” philosophy and ensuring future generations can experience the joy of analogue.

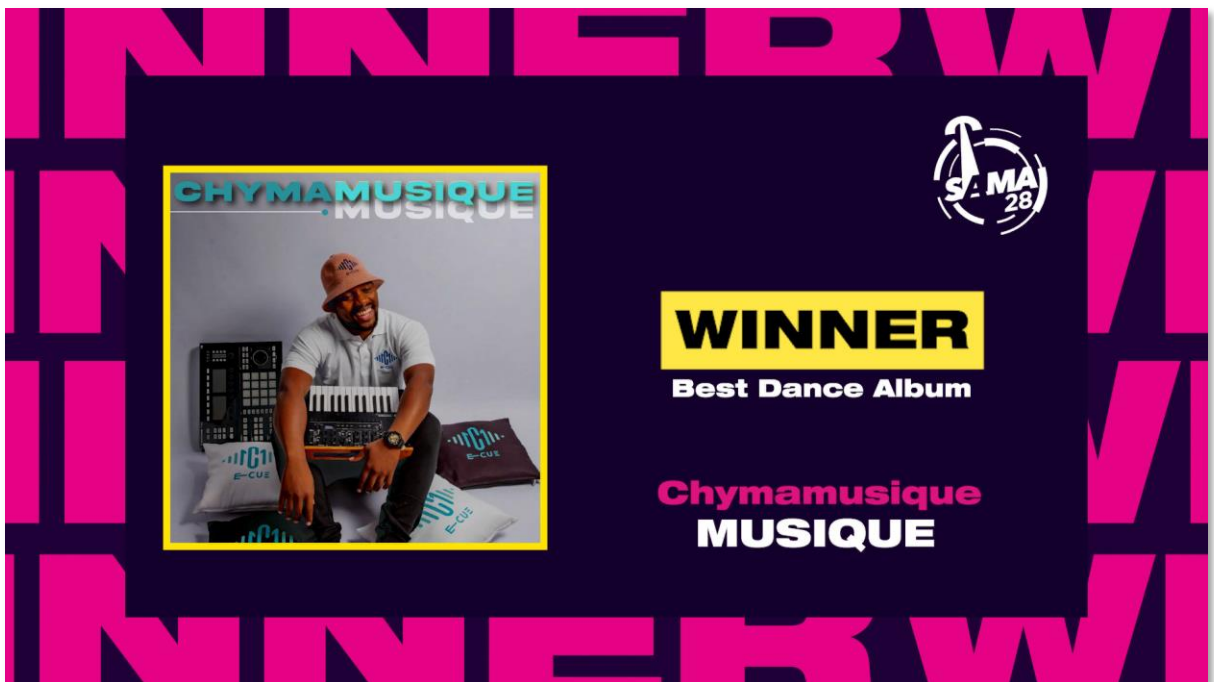


The brand has celebrated its 60th anniversary with a series of events across the world on the theme of analogue living.

Speaking about the occasion, President Kazuo Matsushita said: **“It is an honour to provide a quality audio experience to millions of people throughout the world.”**

All you need to know about 3 time Sama winner Chymamusique

After the 28th annual SA Music Awards (Samas) Collen Mmotla, popularly known as Chymamusique, has been the talk of town as he walked away as the biggest winner.



While it may have come as a surprise that the DJ and producer won the Male Artist of the Year, Album of the Year and Best Dance Album awards, Chymamusique has hit songs under his belt and has worked with renowned stars including DJ Fresh Njelic, Da Capo, Black Motion, Prince Kaybee and King Monada, among many others.

The 32-year-old artist from Burgersfort, Limpopo, has been in the entertainment industry for 12 years.

He started learning music in 2000 when playing the piano at church and started a jazz band at the age of 17 called Impact.

In 2013 , Chymamusique completed his studies, acquiring a diploma in analytical chemistry from the Tshwane University of Technology. He also did media studies at Boston Media House though his passion for music had him homing in on producing.

Now, he's looking to release new music to showcase his sound and show appreciation to his fans while still working to launch a long-awaited single with Monique Bingham.

“I'm planning on working on an appreciation song or EP for the industry to showcase my sound. I produce almost everything ... I choose to do soulful music and deep house.”

Chymamusique says he hopes his journey in the music industry will continue.

“I'm looking to inspire others as I've been doing and work more with the young boys. I feel like I want to be that someone that I needed for other guys.”



START YOUR JOURNEY!

Start DJing with club-standard Pioneer DJ equipment, used by the world's best DJs.



Festivals / Clubs

Superstar DJs perform at festivals and clubs for audiences of thousands. They travel the world and play with our flagship gear.



DJ players + DJ mixer



DJ battles

Battle DJs compete in tournaments to thrill crowds and show their advanced skills, including their scratching abilities. Most prefer to play with vinyl.



Turntables + DJ mixer + DJ software



Weddings / Parties

Mobile DJs are skilled professionals who regularly play weddings and other types of parties and events.



All-in-one DJ System



At home

The most casual way to enjoy DJing is at home. You can either play by yourself or stream your performance online, which has recently become incredibly popular.



DJ controller + DJ software

START DJING

With Pioneer DJ Equipment

PRODUCTS WE RECOMMEND FOR YOU



DDJ-200

Lightweight and compact with pro-style layout, it'll help you learn to mix. Put your own twist on the music as you mix for friends at parties.



DDJ-400

This DJ controller is perfect for a wide range of DJ styles. It's our most popular controller model and is a safe pick you're unsure where to start.



DDJ-REV1

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

COMPLETE YOUR DJ SETUP



HDJ-CUE1

Monitor headphones



DM-40D

Monitor Speakers



rekordbox

DJ software

DDJ-200 & WeDJ Tutorials

Develop your DJ skills

“Find out how to set up the controller and software, play tracks, and express yourself by putting your own spin on the music. Become a master of the DDJ-200 and WeDJ with this tutorial series.”

Level 1

Set everything up and start playing tracks.



UNBOXING THE DDJ-200



GETTING STARTED



DDJ-200 OVERVIEW



WEDJ OVERVIEW



SELECT AND LOAD TRACKS



MONITORING WITH HEADPHONES



WEDJ SETTINGS MENU



USING PAD MODES

Level 2

Get to grips with the basics of DJing



USING STREAM SERVICES



USING CFX & TRANSITION FX



USING AUTOMIX



RECORD & SHARE YOUR MIX



BEATMATCHING TRACKS



CUEING TECHNIQUES

Level 3

Create your own signature sound and express your creativity



USING PHRASE SYNC



HOW TO PERFORM A DROP MIX



HOW TO PERFORM A LONG MIX

Level 4

Learn 3 essential scratch techniques to take your skills further



THE BABY SCRATCH



THE TEAR SCRATCH



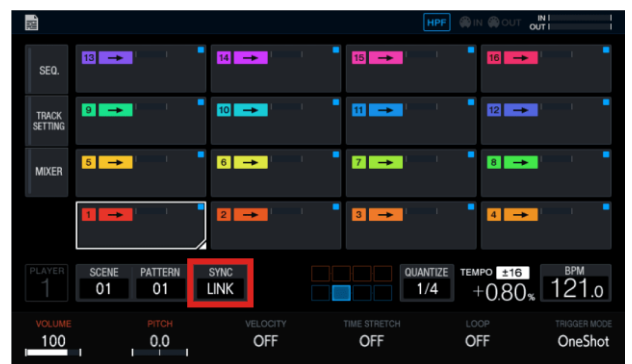
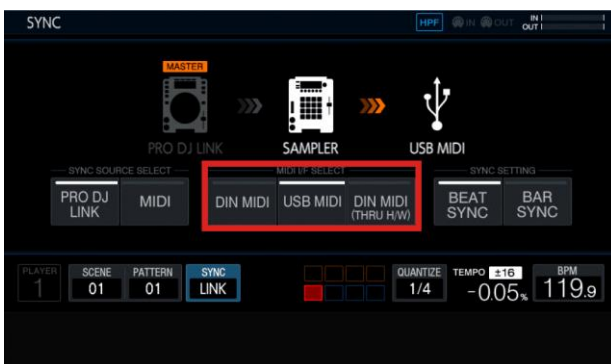
THE TRANSFORMER SCRATCH



Pioneer Dj × **M Melodics™**

Master your DJ Controller with Melodics™

Melodics is a desktop app that adapts to your abilities and musical tastes to help you get better at performing on Pad Controllers, Keys, and Electronic Drums. Use your Pioneer DJ Serial Number to unlock 40 free finger drumming lessons and an exclusive Pioneer DJ course when you set up your Melodics account.





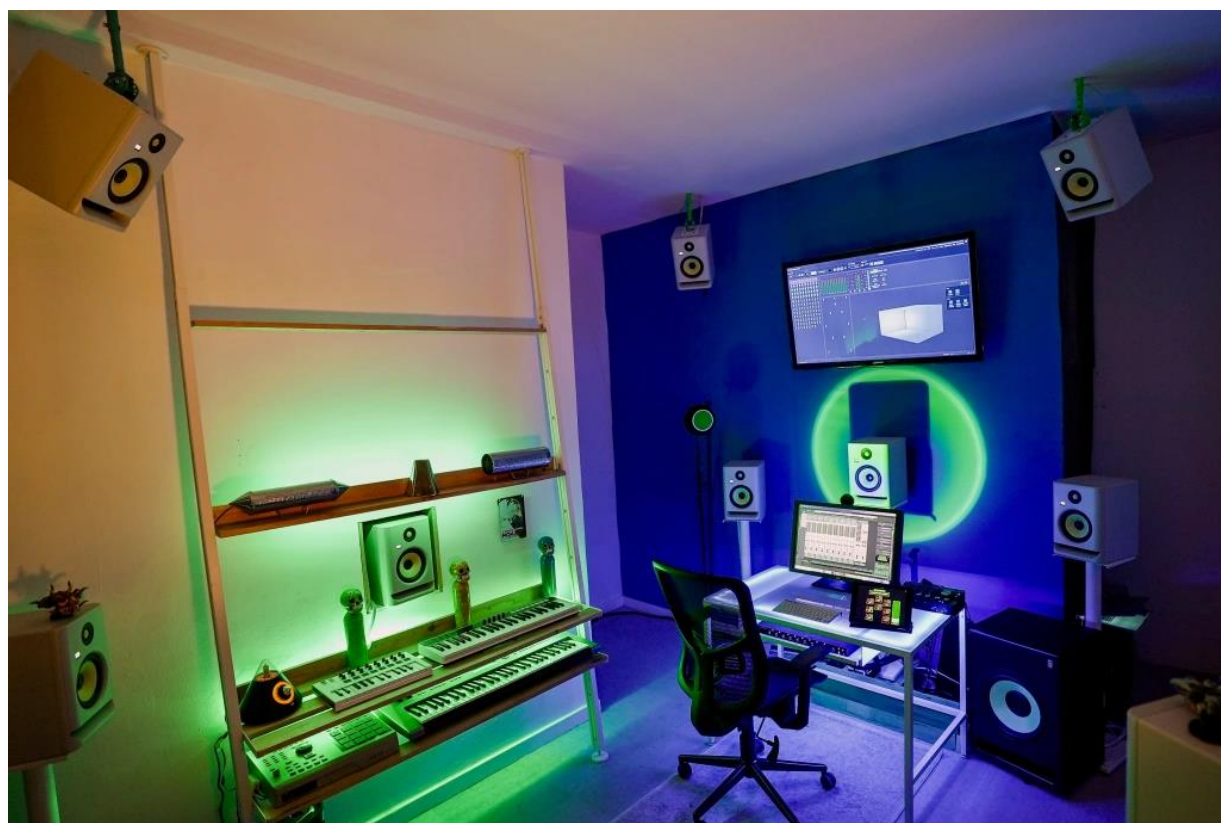
New Immersive Dolby Atmos Studio, Instrumentoz, Relies on KRK ROKITs

While the immersive audio sphere may have exploded in popularity over the past year, it is still generally regarded as out-of-reach for many up-and-coming artists. With the goal of successfully debunking these myths, Instrumentoz, a music technology company and studio space for beginner producers, artists, and creators, has paved the way for everyone to experience Dolby Atmos mixing.

To maintain reliability and accessibility while also adhering to Dolby requirements, Instrumentoz is stocked with KRK ROKIT Studio Monitors and S12.4 Subwoofers.

KRK ROKITs were selected for Instrumentoz because of their reputation in the audio recording scene, as well as for the monitors' SPL, which meets Dolby's minimum loudness requirements.

"Using KRK for immersive mixing gives the perfect low-end, and the tuning and equalization are so accurate, especially when combined with the KRK S12.4s, which is an ideal subwoofer for Dolby Atmos."





GENERATION NEXT

What the next decade might have in store for DJs and DJ culture.

LM EK

I believe sooner or later artificial intelligence or machine learning will take over our work, at least to some extent. I don't see this happening in major clubs, big arenas and festivals, but I think a niche market for this kind of entertainment will appear and A.I. will certainly take over a part of the scene.

All this will also depend on the prices of A.I. solutions and holograms, but at some point, all this will be affordable enough so that artists and the whole industry will find interest in doing that kind of shows to generate additional income and also to do something new and different for those who are looking for new experiences.

I can totally imagine DJ gigs, based on DJs' branded algorithms and performed by their holograms instead of them doing the gigs in person. The experience for partygoers would be more or less the same, but the artist won't have to be present.

All our music production is online, our DJ sets are online, our visual appearance is online in form of countless photos and videos, we share everything that we do online, you can see how we move online... Machines could learn a lot from all that and impersonate us. I could see it happening in the next ten or fifteen years, or even sooner.

For me, that's quite a realistic scenario.



Billie Eilish - idontwannabeyouanymore | A COLORS SHOW

Los Angeles-native pop starlet @Billie Eilish is back with a stunning and deeply introspective performance of “idontwannabeyouanymore”, lifted off her debut EP Don’t Smile at Me.



TMA-2 Studio XE

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

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



sound press



GRAMMY Award-winning Engineer Javier Valverde Explores Dolby Atmos Mixing With KRK

From the moment he first saw an audio engineer at work, GRAMMY® Award-winning Recording and Mixing Engineer Javier Valverde knew he was destined for that career path. Originally from Bolivia, Valverde later moved to Miami, where he advanced his skills, eventually working with a number of high-profile clients, including Maná, Alejandro Sanz, Brandy, and Timbaland.

He also worked as T-Pain's main engineer for nine years. When posed with the opportunity to transform his Wynwood-based mixing studio into a Dolby Atmos room, Valverde wanted a solution that was both cost-effective and provided professional results.

KRK checked all the boxes, leading Valverde to place three of the brand's V-Series 8 Studio Monitors in the front left, center, and right of the studio, along with two additional V8 monitors in the rear.

Two V-Series 6 Studio Monitors on the right and left sides, four V-Series 4 Studio Monitors in the front and back of the ceiling, and an S12 Subwoofer below his desk complete Valverde's new Dolby Atmos room.





Sonance Invisible Series

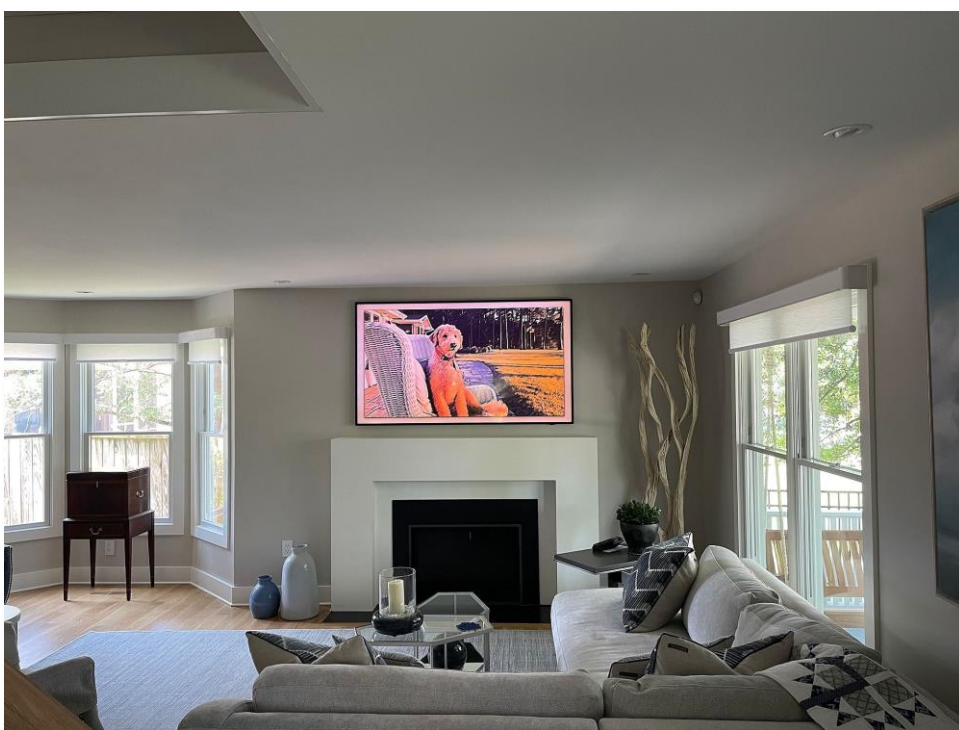
Invisible Speakers are the pinnacle of the Sonance “Designed to Disappear” strategy.



@strategichomenmedia knew they were in for a unique project when they pulled down the drywall and realized the odd framing of the ceiling. A traditional left-center-right channel wouldn't do. hear to believe.

The customer was interested in keeping a very clean aesthetic. With the help of @hillresidential and an in-person demo of Sonance invisible speakers, the client was sold.

The combination of being completely hidden, with incredible dispersion allows for the speakers to be placed off-center without affecting sound quality.



The results -
a beautiful living room surround sound system you have to hear to believe.

Attention! Design Award Finalist here!

sound press

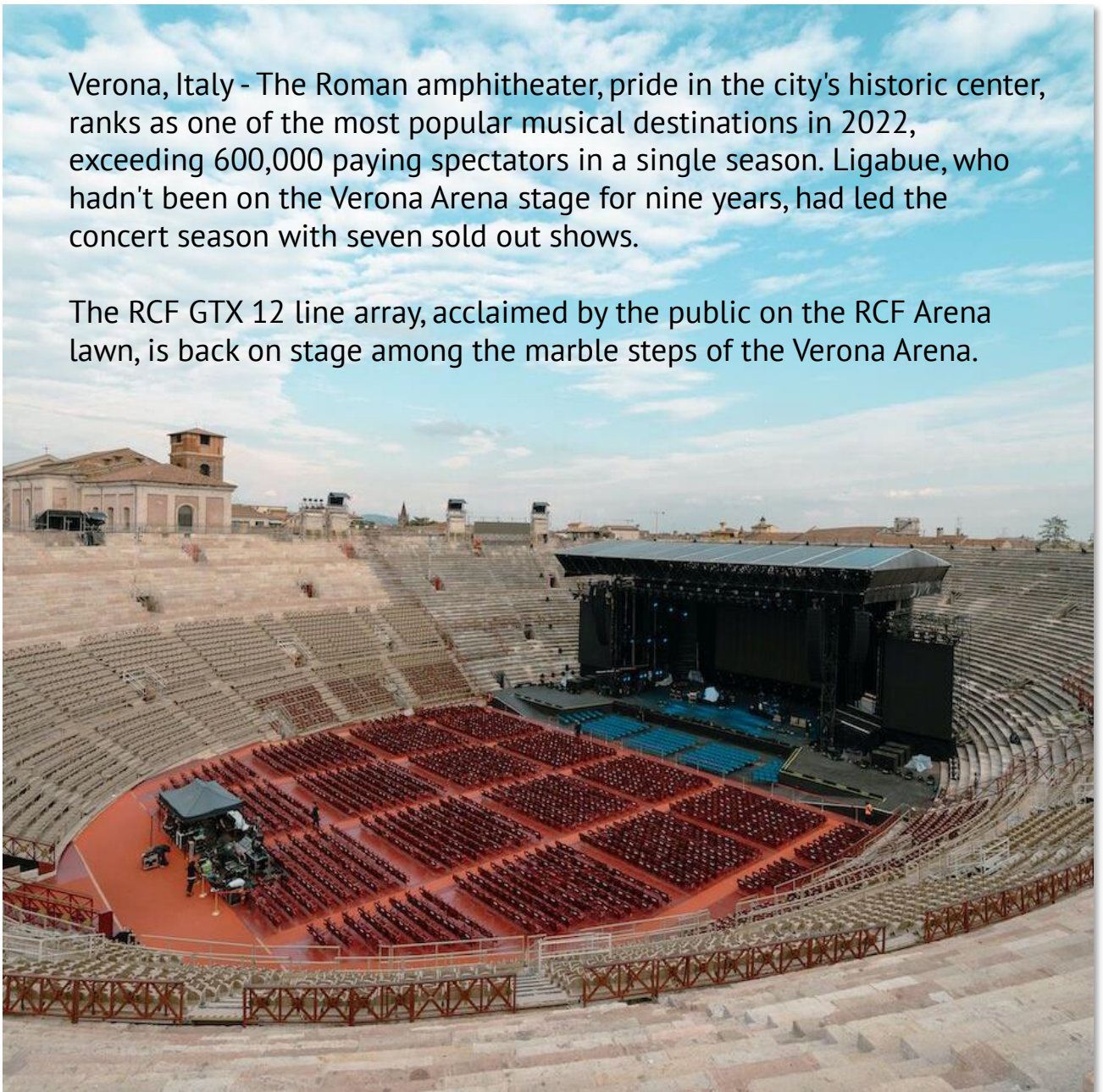


RCF GTX Amplifies Ligabue for Seven Concerts at the Verona Arena

Following great success with the "30 years in one day" summer event in 2022, which gathered over 100,000 people at the RCF Arena, Ligabue reconfirmed his trust in RCF choosing the new GTX 12 line array system for his residency in the evocative Arena di Verona in Italy.

Verona, Italy - The Roman amphitheater, pride in the city's historic center, ranks as one of the most popular musical destinations in 2022, exceeding 600,000 paying spectators in a single season. Ligabue, who hadn't been on the Verona Arena stage for nine years, had led the concert season with seven sold out shows.

The RCF GTX 12 line array, acclaimed by the public on the RCF Arena lawn, is back on stage among the marble steps of the Verona Arena.

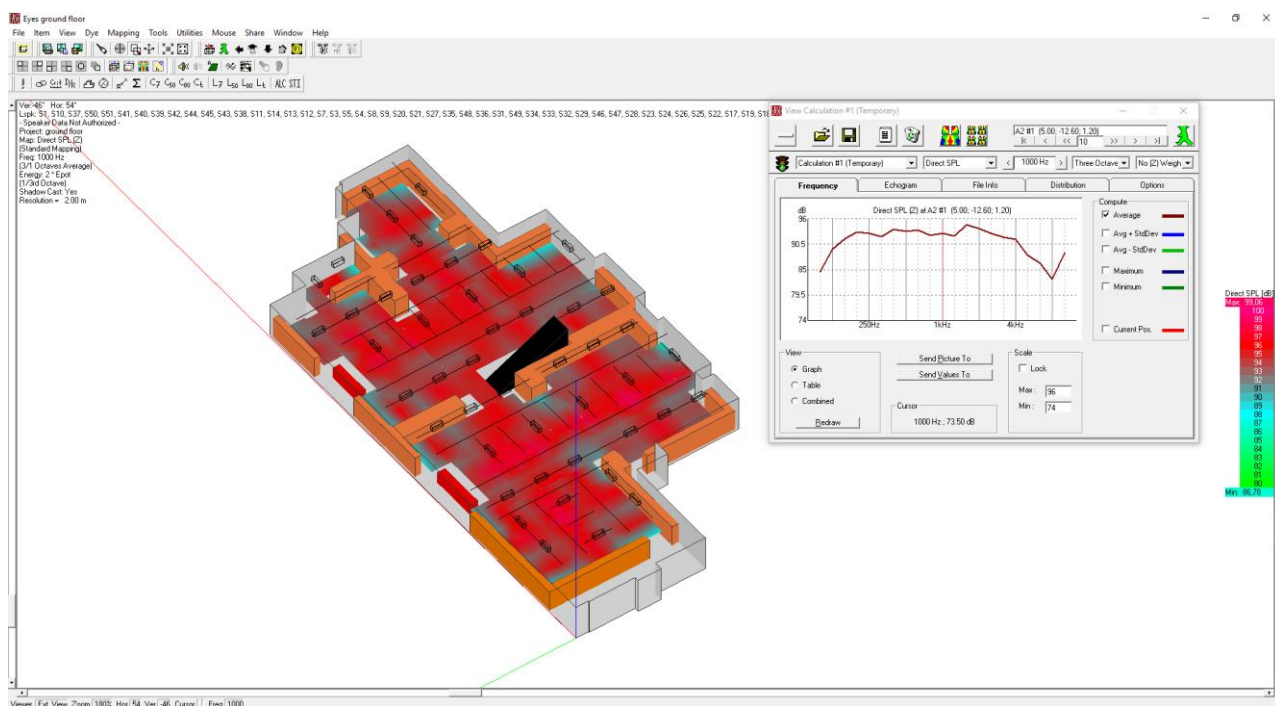




RCF Engineering Team has developed new AMFG® EASE 4 GLL files for new speakers, useful for the design and simulation of the system in EASE 4 and EASE Focus 3 software.

EASE - Enhanced Acoustic Simulator for Engineers Software Suite provides system designers and consultants with an invaluable set of tools for all aspects of professional sound installations.

From detailed, realistic modeling and simulation of venue acoustics and sound system performance, to informative and engaging client presentations, and also provides professional data assessment and verification.



<https://www.afmg.eu/en/ease-enhanced-acoustic-simulator-engineers-overview>

GLL Definition Files

In EASE, each loudspeaker is described by a system definition profile which contains the mechanical, electronic, and acoustic properties of the loudspeaker system. All available GLL files for RCF Audio speakers can be downloaded at the end of each product page in the Software Section.



Every Story Starts with an Idea

Powersoft is a world leader in lightweight, high-power, energy-efficient pro-audio power amps for installed and live applications.

Powersoft is an Italian company specializing in the design, production and marketing of a wide range of professional high-end patented technologies for the professional audio market such as power amplifiers, loudspeaker components and software for use primarily in installed and live sound applications.

A pioneer in switched-mode technology, Powersoft mastered the design and development of a new Class-D amplifier that was able to deliver consistently reliable high power levels – something that had never been achieved before.

The development of fixed frequency switching mode technology for professional amplifiers delivered many benefits to its professional products, including unprecedented low noise leakage, low crosstalk, and performance suitable for any and all power levels.



More than 50 Powersoft amplifiers at Q2 Stadium



DRIVING HUMAN EXPERIENCE

More than 50 Powersoft amplifiers are powering a high-impact audio set-up at Q2 Stadium, the new home of the first professional sports team in Austin, Texas, USA.

The \$260 million venue, completed last year, is the home stadium of Austin FC, an association football team competing in Major League Soccer (MLS)'s Western Conference division.

The stadium, named Q2 comprises of x13 Ottocanali 12K4 DSP+D, x6 Ottocanali 4K4 DSP+D. They drive the main loudspeakers, which are hung from the main roof structure, with leftover channels feeding audio in the concourse areas.



Pedal amps have been around for a while now but with the arrival of the Blackstar AMPED 1 they have matured. Rock it on stage, practice silently, record, experiment. And not only does it have the most complete feature set of any pedal amp on the market right now, it also sounds incredibly good.

Blackstar is killing it.



Key Details

- 100W guitar amp in a compact pedal.
- Turns any pedalboard, modeller, or multi-effector into a performance ready amp.
- The power amplifier's unique, high-headroom design delivers maximum power and optimum tone with any cabinet set-up at 8 or 16 Ohms.
- Response control delivers five distinctly different authentic power valve responses – KT88, 6L6, EL34, 6V6, EL84. Each setting delivers the response, dynamics, sag and break-up characteristics of the selected valve power amp. The Linear response offers transparent power amplification, used in combination with the Flat voice when pairing your AMPED 1 with an external amp modeller.
- Pro connectivity and integration into your setup using low latency USB audio as an interface for recording, and XLR D.I. for live use.
- Effects loop (series or parallel), 2x 9V DC outputs and MIDI control for easy integration into your pedalboard or rig.



HK AUDIO & THE PARTY PARCOURS



With a length of almost 300m, the party course is the largest inflatable obstacle course in the world. Something that should not be missing is good sound, which comes from LINEAR 9 and LINEAR 7.

LINEAR 7 is the most advanced range in HK Audio's industry-leading, made-in-Germany LINEAR series, boasting the range's most powerful and functional feature set to date.

What really sets LINEAR 7 apart as the live tool of choice for pro bands, DJs and PA providers is its state-of-the-art Ethernet-controlled DSP technology, which can even be used to control other LINEAR series speakers using LINEAR 7's integrated DSP out.

LINEAR 9 is the new flagship line of enclosures engineered to satisfy professional users' discriminating demands.

The feature set common to all LINEAR 9 models certainly attests to that professional pedigree with high-performance speakers, custom-engineered horns and acoustic transformers, PU-coated birch-multiplex housings, powerful class-D amplifiers, latest generation DSP-driven controllers, and universal network connectivity.



HOW TO BECOME A DJ

A BEGINNER'S GUIDE

Radio DJs

The entire concept of DJing owes its origins to radio.

The radio DJ's job varies greatly, from the person who announces the weather between songs, to full-on music curation. While many corporate radio DJs have lost control over the music, the art lives on in podcast format.

When you're learning to DJ, you're learning to match your own musical expressions with the desires of an audience. It isn't just matching beats, or scratching over songs. It's about being observant, empathic, and reactive.

Contrary to popular belief, learning to DJ is not an easy route to overnight success. This takes work, and hustle, and time. It's not difficult to start. But it is difficult to stand out, and to be exceptional.

Step 1: Learning What DJs Do

Club DJs

Normally, the club DJ's job is maintaining a moving dance floor. Club DJs may perform long blends (called transitions) between songs, or some other trickery to keep people's feet moving.

When a DJ performs at a venue regularly or permanently, they're called a resident DJ. They must know how to ramp the energy up and down, maintaining the balance between an active dance floor and a busy bar.

"Club DJs" who have built a following may also perform at bars, music venues, festivals, etc.

Mobile DJs

These DJs perform at your wedding, set the tone for your corporate event, or provide a memorable prom party.

Often the entrepreneurial type, mobile DJs have lots to keep track of. They may be solely responsible for the setup and teardown of equipment, planning the show, managing the crowd, and making any announcements.

This kind of DJ may need to be comfortable taking requests (and sometimes even entire playlists), speaking into a microphone, and investing in sound equipment.



Step 2: Determining Your Goals

DJing For Income

For some people, DJing is a career. For others, a side-income... a way to earn “play money”. If you want to DJ as your job, here are some hurdles you may encounter:

- Oversaturation (more DJs than paying gigs or venues in your area)
- Undercharging (too little pay, resulting from not knowing your worth)
- Not providing enough value to be needed
- Finding a money-making strategy that works

As with any other art form, a repeatable income may require some strategy or creative approach. Whether you earn money by being the best wedding DJ in your area (and charging a premium), by throwing shows and selling merch, or by earning tips in a weekly live stream... the key is finding out what angle works for you.

DJing “For The Love”

Confession! In step one, I skipped a major category: the Bedroom DJ.

For some people, DJing is purely hobby. They do it solely for the enjoyment of mixing music. It’s personal music therapy. Perhaps they will take the occasional R1,500 birthday gig, or play an open decks night somewhere. But they’re really in it for the love of mixing, curating, or listening to music.

DJing as a hobby can be very uplifting, since there are no bounds or restrictions other than to have fun! But beware of Rapid Gear Acquisition Syndrome: the tendency to buy new toys simply because they exist!

DJing For Fame or Recognition

Here’s the reality-check: many people become DJs, but few become superstars. You need to be insanely talented, lucky, or both. You have to hustle, you have to love it, and you have to work on it even when it sucks. Don’t count on success, if your sole purpose is to get rich and famous.

That’s not to say you can’t make money, or build a following. The point to discard the thought that DJing is an easy way to be famous. It’s not.

Some DJs love sharing music with a receptive audience. Some use it as a source of income. Others attempt to use it as a tool to get laid. Whatever the reason is, identify it so that you can act accordingly.



Step 3: Exploring DJ Software

Rekordbox

Rekordbox is Pioneer's music management platform for DJs. It can be used to import music, create playlists, set cue points, and do any other prep work. Export Mode allows you to copy that library to a USB drive, and play it on hardware such as a Pioneer CDJ.

With Performance Mode, your laptop acts as the DJ players. Mixing can be done “virtually” using keyboard and mouse, or with an approved “Hardware Unlock device” (like a Pioneer DJ controller). Everything above can be done for free. They offer a subscription model for additional features, like enabling Performance Mode on more hardware, DVS support, and cloud sync.

As the largest manufacturer of DJ hardware, Pioneer DJ is the “industry standard” for professional clubs and venues. This makes Pioneer's platform worth considering. If you'd like to bring only a USB stick to a gig, but use your laptop in other situations (like DJing at home), Rekordbox is the obvious choice. Choose Rekordbox if you own Pioneer hardware, you want to learn “the standard”, or you plan on playing large venues.

Serato

Serato is among the smoothest and sturdiest pieces of DJ software available today. Serato DJ Lite is free, reliable, and intuitive DJ software for mixing in two channels. Many budget DJ controllers ship with this software. Thanks to “Practice Mode”, you don't even need any hardware to start DJing. Should you decide to upgrade later, the transition can be made easily.

Traktor

Traktor, by Native Instruments, supports great performance features for DJs. But getting the most out of this software requires you to own official Native Instruments hardware, for which there are few options. It's popular in the world of techno (and among DJ/producers) due to its Remix Decks and Stems abilities.

Other Great DJ Software

Many other great options exist. Virtual DJ, for example, claims to be the most downloaded DJ software on Earth. And it's easy to see why: it supports the latest DJ technologies, it's backed by a huge community, and it's entirely free for home use.

Virtual DJ is also plug-and-play compatible with most DJ controllers, comes with a boatload of effects, and even supports video mixing and karaoke. Of course, choosing a DJ platform is a matter of preference. But with some demoing (and a little YouTube research), you should be able to find the software that works for you.



Step 4: Learning Basic DJ Skills

Beatmatching

The purpose of beatmatching is to get two tracks playing at the same tempo (the speed at which the song is playing) and phase (the beats from both tracks playing in-time with each other). Think about it like two cars driving next to each other on the highway:

- Tempo is speed, such as 60 MPH.
- Phase is having the two cars directly next to each other.

Beatmatching is accomplished using your player's pitch fader, to adjust the tempo of the song. You use a jog wheel, push a pitch bend button, or touch one of your playing records to adjust phase. The practice of manual beatmatching results in a much more trained ear, and a more confident DJ.

Phrasing

Phrasing, with an "r", will make sense to anyone who has ever played a musical instrument. It just means to mix your tracks together at points in the songs which make sense.

Almost all music that you will be DJing is in 4/4 time, whether you play electronic dance music, hip-hop, funk, or top 40. Technically, this means is that there are four beats in a measure (bar), and that the quarter note gets one beat. The takeaway is that you need to learn how to count to four, as most "DJ-able" music is 4/4.

Gain Control

Any DJ rig contains a few different levels of "volume" adjustment. Firstly, each mixer channel has a gain knob, allowing you to adjust the level by watching your meters. Then, each channel has a line fader. Then, of course, there's the crossfader which allows you to fade between one channel and another in a left/right motion.

In addition, DJ software has its own gain structure. This can make things quite confusing. When in doubt, read the manual. Some DJ software features auto-gain functionality, which helps minimize the amount of manual adjustment between tracks. As a general rule: stay out of the red. If you need more volume, boost it on the amp or speaker side.

EQing

Equalizing (EQing) is the act of boosting or cutting frequencies so that multiple audio tracks blend nicely. For example, the majority of your audio "space" gets eaten up by bass frequencies (especially in dance music). You may not wish to mix two powerful kick drums over one another, since they are too loud to combine. A typical DJ mixer includes a three-band EQ (low, mid, and high) which allows you to carve out the audio space for a buttery blend.



Step 5: Getting DJ Hardware

DJ Controller Setup (Recommended)

A DJ controller gives you hands-on control over your mixing software, for much easier manipulation of the music than a mouse and keyboard. Without a doubt, this is the most sensible way to get started. A modern all-in-one DJ controller contains everything you need to mix and record music.

The controller market continues to grow, and DJs may choose among the options which fit their budget, workflow, and preferred software. This is wonderful news, but it can make for a tough decision!

CDJ Setup

As the so-called industry standard, CDJs can be found in nightclubs, festivals, and arenas all across the world.

Originally designed to play music from compact discs, modern CDJs (and XDJ) play digital music stored on USB drives. The players are plugged into a hardware DJ mixer.

Pioneer CDJs (combined with their DJM mixers) provide a shared platform for DJs. Many venues already have them, and they are the expected standard for any large show. CDJs tend to be more expensive than their controller counterparts, but they do offer a level of separation from the laptop.

Vinyl Setup

Records are harder to mix than any of the other listed options. Vinyl is also the most expensive format to buy music on. So why would anyone want to go this route?

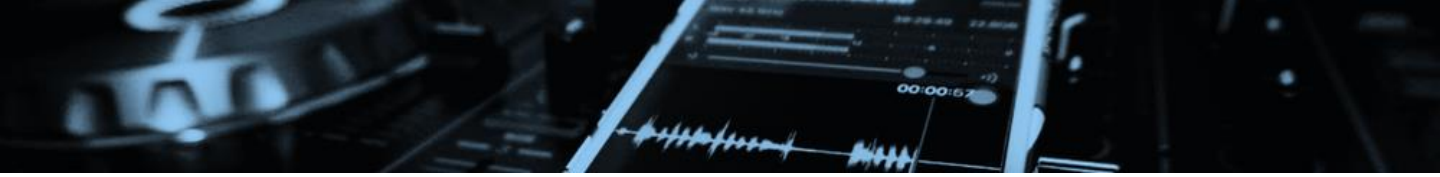
Three reasons: it's rewarding, it's sexy, and people love it.

For a lot of people, mixing records is simply fun. Many DJs love that tactile feel of moving the physical record, and many people love watching a "real" DJ playing "real" records. It's also still the best route for the pure scratch DJ.

Timecode and HID Setups

Many people feel that using a timecode setup can give you the best of all worlds.

Vinyl emulation software allows the user to physically manipulate the playback of digital audio files on a computer using the turntables as an interface, preserving the hands-on control and feel of DJing with vinyl. The technology is also referred to as DVS, for Digital Vinyl System.



Step 6: Recording a Mix

Once you gain a bit of confidence in your mixing, it's time to record yourself and analyze it. Let's use the knowledge you've gained thus far, and see what you sound like!

How To Record Your DJ Set

If you're DJing with a laptop and DJ controller, you've got it easy! Most DJ software is capable of recording your set by simply clicking a button. Alternatively, you could record directly from your Record Out ports into a computer's audio input, using free software such as Garageband or Audacity.

If you have a compatible Pioneer mixer, you can use the DJM-REC app to easily record mixes using your iPad or iPhone.

Another option is to use an external handheld recorder, such as the Tascam DR-05X. A decent portable recorder will cost between \$70 and \$200. Then, you could connect from your mixer or controller's Record Out ports to the recorder, using a cheap RCA adapter cable.

First Mix: Recording Tips

Recording a bedroom mix is a little bit different than playing in front of an audience. Some of the skills which are important in a live setting, such as reading a crowd, don't apply when recording a personal mix.

But you can use this opportunity to think about telling a story with your set. Think about how you want to start, where you want to be when you finish, and how you want to get there.

Perhaps you can imagine that you are in front of a crowd, and play that scenario out in your head.

This is where we teach ourselves not to be mediocre. Novice DJs tend to hammer out their "banger" tracks, one after another, for an hour or two. There's no sense of ebb and flow; no sense of direction. Most people find this boring and tiresome.

Of course, you are the DJ and you have the creative license to play however you wish!

But, I suggest learning how to think of a DJ set in the context of the whole instead of its individual parts... this is what separates decent DJs from great ones.

Step 7: Building a Following

Publishing and Sharing Mixes

When you've recorded a mix or two that you feel comfortable sharing, find a place to host those mixes for public release. MixCloud is a great place to start, and it's free.

MixCloud not only gives you a safe place to host your recordings (without the fear of automated copyright takedown... a danger on YouTube & SoundCloud), but they provide embeddable players, their player will display the track names in your mix as they play, and other MixCloud users can follow you.

When you upload or stream to any service, make sure that you're taking advantage of all their features. Fill everything out, put effort into your description, add relevant tags, and perhaps hire a friend to design pretty album art.

Get some honest feedback on one of your mixes from a trusted friend. Contact them directly, either in-person or with a well-considered message. Tell them that you value their thoughts, and that you're trying to become a better DJ.

Creating an Online Presence

Like anything we want to promote, building a solid online presence is critical to success. We're our own little promo companies. And after all, we need to show people what we're doing! But it's important not to overwhelm ourselves, and distract from the actual DJing. Pick one or two main social networks to focus on at first... for instance, Facebook and Instagram. Make sure that you fill out your profiles entirely, and link to your mixes.

Promoting Yourself on Social Media

- **Keep content flowing.** If you aren't putting any work out, nobody has a chance to notice you. Unfortunately, most of our work will go unnoticed... it's just the way of things!
- **Don't stay silent.** You also have to be consistent with posting, tweeting, sharing, and interacting with followers. Otherwise, that social network's algorithm isn't gonna treat you well.
- **Mix it up.** Post different kinds of content: your own work, music that you like, artwork that inspires you, stories that move you. Anything that helps tell the story of you. Also, mix up the "types" of posts you make... for example, Facebook text post vs. image post vs. Live video.
- **Don't spam your mixes.** You have to share them, sure. But not 50 times a day. Not only is this annoying, but your reach will get squashed by doing this.
- **Give value to others.** It's hard to get people to look at you, to notice your work, or listen to your mix. So, try providing the same courtesy to someone else... maybe they will return the favor?



Step 8: Getting Your First DJ Gigs

Offering Value

If you're trying to break in to a particular scene, you need to make yourself a resource to that scene before you expect to start playing shows.

There's no one specific way to approach this. Suffice it to say, if nobody knows who you are, you're not going to get many gigs.

In the club world, it's largely about who you know. That's just the way things often work. Befriend some like-minded people in the community, and make yourself valuable to them!

Find those people out there who think like you... for there's power in that synergy. It's amazing what can happen in the name of common interest.

If you do it right, you'll end up with some great new friends. Start supporting their shows and gigs. Above all, think about how you can make yourself useful to them and your potential audience.

Gaining Experience

If house parties are your thing, that can be a great way to get some immediate experience under your belt. Book a few local DJs to play, and "warm up" for them. Set them up, just as if you were opening for a headliner.

If you're getting into mobile DJing, try to think outside the box. One of my favorite places to play happens to be a consignment shop. Weird, right? Small fashion shows, grand openings, and street fairs are also great options.

Many cities have regular nights for booking local DJs. These normally aren't paying gigs, but they can be valuable experiences. Throwing your own night is another great way to gain experience and become known.

Start shaking hands or handing out business cards to promoters, DJs, and friends at their events. Show them that you were willing to support them... people will notice.

What are you doing that is valuable for your scene of interest? When it comes to the club scene, collaboration is almost always preferable to competition.

The DJ hustle never really ends. Staying humble and having a value-based approach, will keep you fresh and positive!

The Future of social media will be all about “authenticity”

Keeping your social media presence real while also still positively representing your brand in an interesting and engaging way can feel like walking a tight rope.

In a world where everyone is only showing the highlights -- carefully curated, beautifully lit and perfectly filtered moments -- it's easy to get trapped in the pitfalls of comparison and one-upmanship. Avoid this siren song and let your brand speak for itself through real moments.

Being genuine is a vital part of connecting with followers as, now more than ever, consumers are seeking authentic experiences and holding brands accountable for their content.

Brands need to be true to their values and brand voice, communicate openly and honestly with customers and be responsible for their actions.

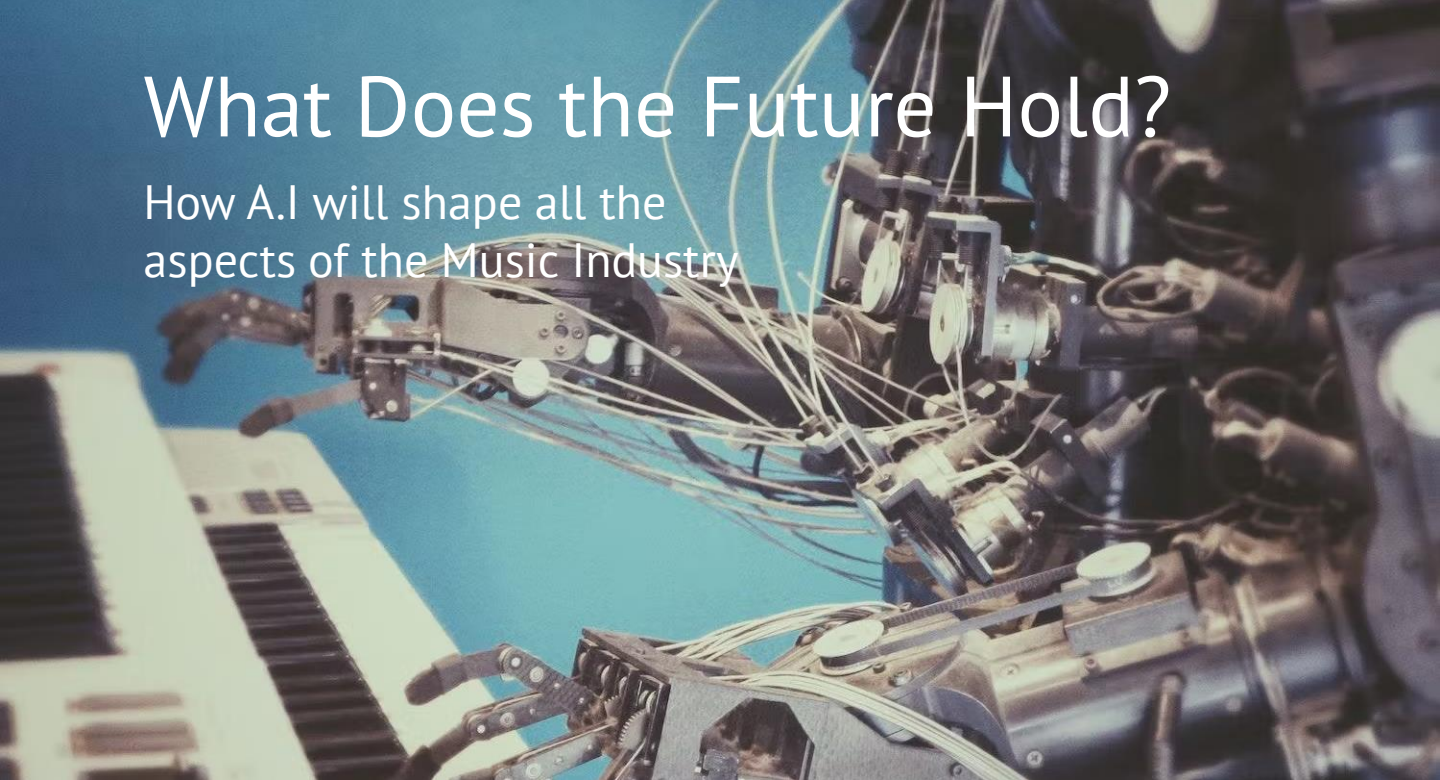
Being real and creating authentic content can forge a deeper connection with customers, encouraging brand loyalty and taking the bond past sales.

It's about the relationship between the brand and followers, and by being real, that relationship becomes stronger, allowing brands to secure customers' valuable attention and engagement.

Additionally, customers have a sense of self that comes from brands they support, so knowing they support brands that are genuine and authentic makes them feel good about their choices.

Here are a few things to keep in mind while deciding how to present your brand online that will help you keep it real.

- **Be honest.** Not everything has to be perfect. In order for followers to feel like you're being real, you must actually, well, be real. It's okay to post without a filter, or even post about challenges and struggles. Of course, there is a fine line to toe here, as you don't want to present your brand in a negative way, but being open and honest goes a long way in establishing authenticity.
- **Don't fake it.** You might think this is the same as being honest, but there is a bit of a difference. If your brand is posting images of your product, don't use fake or photoshopped images showing the product doing things it actually can't do or appearing in a way that will feel incongruent when it arrives at a customer's doorstep. It might be tempting to fake some content, but you're better off posting a real shot or not posting that particular image at all.
- **Stop and think.** Before you post anything, take a moment to think through the post. How does it represent you or your brand? Are you proud of the post and feel that it is an accurate representation? Once it's out in social media land, you can't take it back, so make sure you stop and think about every post before clicking to go live with your content.
- **Use your voice.** When you engage with your followers online, respond using your real voice. Don't write back with what you think they want to hear; write how you actually feel. Take ownership of any mistakes or errors and apologize if needed. Remember to be respectful and never forget that your responses are public for everyone to see, so be professional but also be you.
- **Don't copy the competition.** It's hard not to look at what others are doing, see their engagement and be inspired to create similar posts. After all, we all want to be heard and appreciated. However, copying the style, content or attitude of your competitors is not the way to do it. Make sure your content is unique to you. You'll find your base, and they'll appreciate you for being yourself.



What Does the Future Hold?

How A.I will shape all the aspects of the Music Industry

Music production, event planning, playlist recommendation: machine learning will make it all simpler (and more effective).

A.I. will also make it easier to create and deliver the right messages to the right audience at the right time. On the music business side, it will help artists reach their audience more efficiently, and thus, drive more income.

Advertisers can harness the power of A.I. to better tailor ads to the preferences and tastes of listeners. Algorithms will use consumer data to display adaptive ad-content linked to the specific moment, location, and user, making branded content fit seamlessly into our consumption patterns. Better personalized ads will generate more ROI and more revenue for artists that will target the communications to reach the right audiences at the right moment.

Even today, artists have to compete with an enormous amount of other artists. As of 2019, over 40,000 tracks are added to Spotify every single day – and there's every reason to believe that this figure will continue to grow. The AI-enabled music creation will open up the gates even further – but as the number of songs continues to grow, the audience attention will remain a finite resource.

Machine learning is the fuel of the future, that will transform everything – from metadata management and music composition to the way people listen to music.

DJs of the Future Don't Spin Records

—They Write Code

"Live-coding" parties are the latest phenomenon in underground electronic music culture.



"Live-coding" parties—where revelers show up as much for the if-thens and variables as the beer and snacks—are a recent phenomenon in underground electronic music culture.

Yet they're not just more of the tech-meets-techno same. Whereas a traditional EDM show might feature a performer cueing up sounds or samples on a laptop, DJs at live-coding shows use computers to play music in a wholly different way, and to make all new sounds.

The code on display is used to control software algorithms. The musician synthesizes individual noises (snare hits, bass blobs) on their computer, then instructs the software to string those instrumental sounds together based on a set of predefined rules.

What comes out bears the fingerprint of the artist but is shaped entirely by the algorithms. Run the same routine a second time and the song will sound familiar and contain all the same elements, but the composition will have a different structure.

This is the apotheosis of electronic creation—half human, half machine. The events that have sprung up to celebrate this form of generative composition have already been given a delightful portmanteau: algoraves.

An algorave (from an algorithm and rave) is an event where people dance to music generated from algorithms, often using live coding techniques.

Algorave can also be considered an international music movement with a community of electronic musicians, visual artists and developing technologies.



Amapiano was born
in townships and is
now taking off as an
international
phenomenon

THE BEAUTIFUL CHAOS OF **AMAPIANO**

“You can feel the pain in the music...”

Juls is describing Amapiano, yet another new musical movement to come from South Africa’s Gauteng province after Kwaito, Gqom, isiGhubu and diBarcardi. At the start of March, the Ghanaian-born, UK-based artist travelled to Soweto, a city in the region, to immerse himself in the genre.

Initially developing in the mid-2010s and coined by SAMA winning producers MFR Souls, Amapiano soundtracks nightlife, aspirations of wealth and hedonistic escapism among Gauteng’s revellers – coming to the fore as the sound of Black lives alchemising their woes on weekday and weekend alike.

In Soweto, Juls recorded a pair of songs with two of the scene’s prominent voices, Busiswa and Amos “Aymos” Shili, signalling a turn in the genre’s fate towards international prominence. ‘Soweto Blues’ encapsulates his statement, presenting the juxtaposition of struggle and elation present in the music’s anatomy and the townships from which it came.

Along with the abundant log drums, signature shakers, cloud-like pads and staple keys, Amapiano stirs up a sense of anticipation that ever more artists are gravitating toward.

Calls to the past and responses from the future are tucked into its makeup, with Aymos delivering potent vocals on 'Tembisa' and other pivotal Amapiano tracks such as his Mas Musiq collaboration 'Zaka'. The latter houses lyrics derived from 'Asimbonanga', an anti-apartheid song by Savuka from their 1987 album 'Third World Child'. At its heart, Amapiano is about the people. Could this new genre be tapping into a collective subconscious of the Black experience?

Beyond the hurt, Amapiano finds relief. "When an Amapiano song comes on, it's a feel-good frequency," says Thabang Moloto, producer of the Amapiano documentary Shaya!. "You associate it with nice times, a nice lifestyle. It makes you forget your pain. A person could be from the brokest background, and when they dress nicely and go to party, they look like they've made it in life. And for that moment, none of their problems matter."

The unique intersection of inspirations feeding into Amapiano provides South Africans with a well of influences to draw from and then create. New sounds and dance styles become better realities and brighter futures, as Amapiano dance tutorials and music videos garner millions of views and open just as many avenues for the creators.

Dancefloors erupt with dance trends such as the ivosho and the pouncing cat, while worries are cast aside during moments where the answer will always be "yebo" – a positive exclamation of approval. Paper, its making (and the lack thereof) are common in tracks; and the legacy of beloved DJ and dancer Papers 707, who died in July, will live on through memories and mimicry of his moves. If you're feeling especially festive, bring a whistle – dancers, chanters and DJs congregate to embody humanity in concert.

In South Africa, and now many countries beyond its borders, Amapiano is the sound to which the sun turns. Varying styles can be Kwaito-fuelled, techno-infused and instrumental or jazz-vocal driven. It's loved for all of its candour, wokeness, nostalgia and unabashed ratchetry.

In its birthplace, we can imagine the orange clouds settling against the horizon, with the smell of beer sold only by packs of six lingering in the air. A solitary car tucked into an alleyway, scarlet tail lights dim; the driver's seat slides back as a young woman trades favours to fund the fare back from groove - a term synonymous with a night out partying.

We can also imagine champagne bottles popping to meet upturned lips celebrating their full-to-the-brim Gucci branded pockets as artists' bills become things of the past due to the genre's immense global reach. Despite the pandemic's eradication of club experiences, Amapiano streams have continued to skyrocket, and the feeling the genre was intended to create is made ever more real. The world is listening.



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ONE AUDIO SOLUTIONS are the sole importers and distributors of several internationally recognised industrial audio brands such as Ateis Voice Alarm and IP Intercoms, LDA Voice Alarm, Penton Loudspeakers, Monacor PA systems, supported by a well-established service center, and highly qualified technicians.

They are a specialist system engineering company with more than twenty-five years of experience in emergency voice evacuation systems design and application to meet the most demanding customer safety standards for a wide range of applications.

They provide Voice Evacuation systems, IP based Intercom systems, Background Music Systems, and Masking Sound systems to many dealers and systems integrators for a wide range of applications in complexes such as offices, residential blocks, hospitals, schools and universities, shopping malls, corporate buildings, large industrial buildings, and every other conceivable application.

sound press

These systems are fully certified to international standards such as EN54-16.





What is background music system?

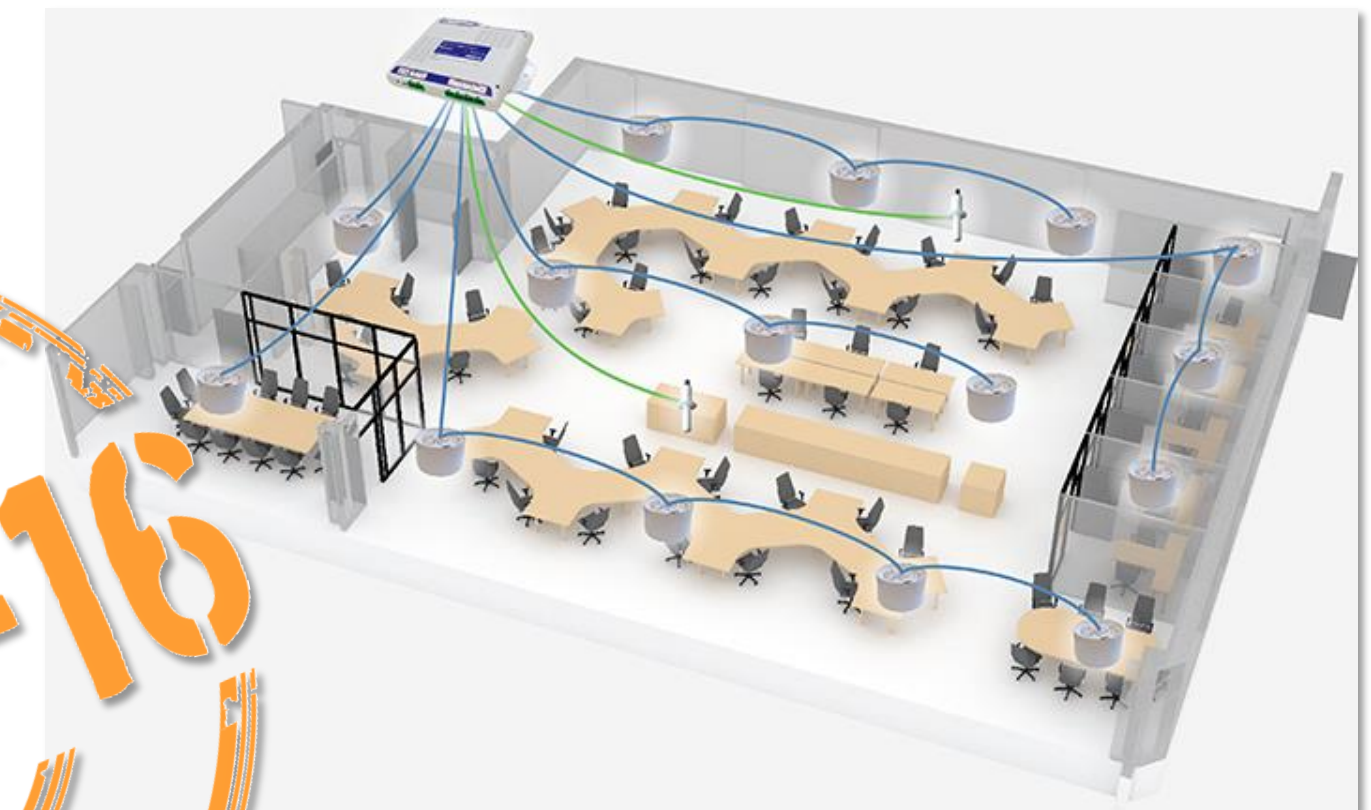
Background music is abbreviated as BGM, which is the abbreviation of Back Ground Music. The main function of the loudspeaker of BGM system is to cover up noise and create a relaxed and harmonious atmosphere.

What is voice evacuation system?

Fire alarm voice evacuation system uses speakers and amplifiers to notify occupants with an alarm tone followed by a voice instead of the traditional horn or bell. Also provides ability for live voice announcements by the fire department or emergency personnel through a local paging microphone.

What is sound masking system?

Sound masking is the introduction of ambient sound to a space to mask disruptive environmental noise. It is a growing industry within interior acoustics that has been shown to effectively mask distracting noises and increase privacy, productivity and well-being for room users.





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2023

HAPPY NEW YEAR

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