

## **Digital 1 DJ Announces Upcoming Release of PCDJ REFLEX, its New, High-Performance, Digital Mixing Software for Professional DJs**

Clearwater, Florida, 3/2/07 -- Digital 1 DJ ([www.pcdj.com](http://www.pcdj.com)) today announced an early spring release for PCDJ REFLEX, their new high-performance PC/MAC mixing software for professional DJs. Reflex boasts more than 100 new features not found in the Company's popular PCDJ FX VRM dual audio-file player. It is Digital 1 DJ's aim with the REFLEX entry to offer a more complete, and advanced, DJ software solution than what is currently available on the market today.

"We compiled a 'wish list' from many thousands of PCDJ FX VRM pro users and incorporated the most-asked-for features into a 'dream package' for digital DJs," says Digital 1 DJ's Product Manager, Andrew Van Almen. "Every tool a pro DJ needs to produce studio-quality mixes and remixes has been incorporated into REFLEX." In addition to giving DJs the ability to sweeten tracks by adding VST plug-ins, they now have three independent players with interactive waveform display. This makes cueing and looping easier, faster, and friendlier. With their new Beat Grid and Quantization technology the DJ is fully assisted with bar detection and beat location marking, so it knows where the beats are, and also the start of the bars. This can be used for seamless auto-beat mixing, or can be turned off for normal real-time user control. One of PCDJ Reflex's most anticipated features is its versatile control options. DJs can now choose between time-coded vinyl/CD control, full midi, PCDJ's DAC-2 or DAC-3 controllers, or any combination for any type of gig in any environment.

"DJs familiar with PCDJ will find major enhancements to the player's Record Case," said Van Almen. "It will easily and gracefully handle hundreds of thousands of tracks with a search as you type find function". It can also be used to extract audio from CDs and convert media to other formats. The Media manager also provides line-in recording so that DJs may add other media sources such as tapes and LP's. Non-performance features of the Media Manager are separated from the actual Reflex interface. This allows for a small footprint performance environment. Internet support for CD-Grabbing with the feature to keep recognized CDs in the database. Digital 1 DJ has also added back the popular case player for fast listening to songs. PCDJ REFLEX also retains all of the important features of PCDJ FX including automatic BPM extraction, 28 cue-point-per-song capability, and Automatic Beat Matching – but greatly improves upon time stretching and pitch shifting.

Digital 1 DJ worked exclusively with developer Jorgen Hedberg, the original creator of the PCDJ software products, on the REFLEX release. "Jorgen is widely recognized as the godfather of Digital DJ software. He brings a level of quality and professionalism to his work that is unmatched in the marketplace" says Van Almen.

Supported operating systems are Windows XP/Vista and MAC OSX. PCDJ REFLEX currently ships with two user options, REFLEX LE (light edition – stand alone) and REFLEX TC (time-code – ships with two pieces of time-coded Reflex vinyl and two time-coded Reflex CD's) REFLEX LE's manufacturer's suggested retail price is \$279 and REFLEX TC's is \$329.

### **About Digital 1 DJ**

Digital 1 DJ develops and markets the PCDJ brand of professional audio products, which since 1999 has been recognized as the world's leading provider of DJ performance software. More than 80,000 professional DJs around the world now spin music with their computer using one of the Company's digital audio file mixers. Digital 1 DJ is a wholly owned subsidiary of Digital 1 Media, Inc.

Preview PCDJ REFLEX and get additional information at: <http://www.pcdj.com/reflex>

For additional information or a sample copy, contact:

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