

For Immediate Release

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PIONEER STRIKES GOLD WITH LIMITED EDITION DIGITAL DJ-SX GOLD MODEL



SINGAPORE – 1st November 2013 – Pioneer DJ's flagship Serato controller has received the Midas touch, with the release of a Limited Edition Digital DJ SX (model name: DDJ-SX-N) in opulent gold.

Designed for intuitive, plug-and-play control of the bundled Serato DJ software, the DDJ-SX series has brought delight to Serato fans since its launch in November 2012. DJs love its features such as Performance Pads, Dual Deck Control and Slip Mode, which add a tactile element to triggering samples, loops and FX. Plus the unit can be used as a four-channel stand-alone mixer, giving DJs the flexibility of connecting to CDJs or turntables for even more performance options.

Like the classic black and cool pearl white models, the gilded DDJ-SX-N is built with both style and durability in mind. Its aluminium top plate and large jog wheels are finished in dazzling gold and complemented by the controller's blue and red LEDs. The DDJ-SX-N is available in limited quantities from November 2013.

DDJ-SX-N Demo Video - <http://www.youtube.com/watch?v=HUKniyURmL4>

KEY FEATURES OF THE DDJ-SX SERIES

Native control of all Serato DJ's amazing features

Pioneer worked closely with Serato to combine the features of the software with the operability of the hardware to create true plug-and-play compatibility and intuitive control. The DDJ-SX series has dedicated controls for all the software's features including:

- Four deck control
- More than 30 high-quality sound FX Powered by iZotope
- Eight cue points on each deck
- Syncable six slot sample bank
- Auto Loops, Manual Loops and Loop Roll, for even more loop options
- Slicer to chop up tracks and create new arrangements
- Dual deck control

Enhanced performance features for truly hands-on live performances

Pro-DJs can use a combination of buttons, dials, faders, jog wheels and Performance Pads to stamp their mark on every set.

- **Performance Pads make mashing up tracks even more fun**
The DDJ-SX series' large, rubber Performance Pads are assigned to four modes – Hot Cue, Roll, Sampler and Slicer – while Velocity Mode means DJs can control the sample volume by how hard they hit the LED pads.
- **Slip Mode for precision edits**
Inherited from the new club-standard CDJ-2000nexus, Slip Mode silently continues track playback during a loop, reverse or scratch and brings the music back at the right point when the DJ exits the performance.
- **Improved jog wheel enhances scratching pleasure**
The DDJ-SX series has the industry's lowest latency jog wheel, which has been fine-tuned to ensure DJs always get the scratch response they expect. Plus the controller borrows the backlit-LED On-Jog Display from the club-standard CDJs, showing the playback status of the current track for even greater scratch and reverse precision.
- **Sound Colour Filters on every channel**
Like the DJM-900nexus professional mixer, the DDJ-SX series boasts a Sound Colour Filter for each channel. DJs twist the dial left for Lo Pass Filter and right for Hi Pass Filter, for even more creative sweeps, blends and FX manipulation. This works with the software and external sources, with a hardware filter built-in.

Professional build quality and design with two colour options

The controller has been built with the rigours of professional use in mind. The high-quality faders are robust and durable, while the push-button style knobs were designed with portability in mind. And the aluminium jog wheels and choice between black or white top plate give the DDJ-SX series a premium look that will fit right into any booth.

Multiple input and output options for every DJ set-up

Four inputs allow DJs to connect the controller to DJ players and/or turntables to use it as a stand-alone mixer. Two master outputs (XLR and RCA) and a booth output enable connections direct to professional PA equipment. And two MIC inputs open up possibilities for MCing and announcements.

High audio quality

The controller inherits its high-quality audio circuitry from Pioneer's pro-DJ equipment. A built-in 24-bit sound card, low-jitter clock and high-performance DAC ensure a clean, powerful sound with no degradation.

Other features

- **Channel Fader Start:** use the channel fader to control cues
- **Needle Search:** touch strip for intuitive, fast searches
- **Master level and channel level meters:** instantly identify levels on each channels
- **MIDI compatible:** control any DJ software
- **Crossfader curve adjust:** to suit any type of sound

The Pioneer DDJ-SX-N is limited edition and is retailing at S\$1,499.

Available at:

Swee Lee Company

150 Sims Drive, #02-00

Singapore 387381

Tel: 6748 4131

Performance Audio

1 Rochor Canal Road, Sim Lim Square

#02-54, Singapore 188504

Tel: 6334-0593

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For more information, follow us on: Facebook at www.facebook.com/pioneerdjasiacentre

YouTube at youtube.com/pioneerdjglobal

Main specifications

Software	Serato DJ, Serato Video
Input terminals	MASTER OUT x 2 (RCA x 1, XLR x 1) BOOTH OUT x 1 (¼-inch jack) HEADPHONE MONITOR OUT x 2 (front ¼-inch jack, MiniPin)
Other terminals	USB B terminal x 1
Frequency range	20 Hz to 20 kHz
Total harmonic distortion	0.003% or less
S/N ratio	105 dB (PC)
Supplied AC adapter	Power source AC 220-240 V 50/60 Hz, rated output DC5 V
External dimensions (W x H x D)	664 mm x 70.4 mm x 357 mm
Weight	5.8 kg

Serato DJ System Requirements

Applicable OS (Windows)	Windows® 7 32-bit: (CPU) 2.0 GHz Core 2 Duo/(Memory) 2GB 64-bit: (CPU) 2.4 GHz Core 2 Duo/(Memory) 4GB
Applicable OS (Mac)	Mac OS X 10.8.4/10.7.5/10.6.8 32-bit: (CPU) 2.0 GHz Core 2 Duo/(Memory) 1GB 64-bit: (CPU) 2.4 GHz Core 2 Duo/(Memory) 4GB
Display resolution	1280 x 720 or higher resolution

ABOUT PIONEER ELECTRONICS ASIACENTRE (PAC) PTE. LTD.

The regional headquarters of Pioneer Corporation since 1992, PAC's core business covers the audio and video industries with a diversified range of products encompassing DVD-related products, home stereo systems, speakers, car audio visual and DJ equipment. In line with the corporate vision to become a company that works together in 'pursuing innovations one after another', PAC aims to continuously introduce innovative products that will raise entertainment to the level of pure emotion.

Pioneer offers a complete line of professional DJ Equipment through its Professional Sound & Visual Division. Its DJ products are industry standards at clubs, studios, mobile rigs and homes around the world, known for their high quality sound and reliability. For more information, please visit www.pioneer.com.sg



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