

Vestax and algoriddim Announce the Spin DJ Controller for iTunes

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Vestax and algoriddim today announced the release of Spin, a brand new all-in-one bundle of digital DJ hardware and algoriddim's djay 3 software. djay 3 seamlessly integrates with the user's iTunes library and transforms the Mac into a complete DJ setup, while Vestax's hardware replicates the control and physical sensation of mixing and scratching on actual records. The bundling of Vestax's DJ MIDI controller and algoriddim's djay 3 provides a powerful solution for all DJs, from beginner to pro.

Tokyo, Japan and Starnberg, Germany - Vestax, an industry leader in professional DJ equipment, and algoriddim, a leader in next-generation music software for the Mac, today announced the release of Spin, a brand new all-in-one bundle of digital DJ hardware and algoriddim's djay 3 software. The Spin DJ controller was jointly developed for optimal integration with the award-winning djay software, and delivers Mac users of all levels the experience of mixing, scratching and playing their music like a turntable DJ. djay 3 seamlessly integrates with the user's iTunes library and transforms the Mac into a complete DJ setup, while Vestax's hardware replicates the control and physical sensation of mixing and scratching on actual records.

Spin will be available exclusively in Apple Stores in the USA and Canada starting today.

The bundling of Vestax's DJ MIDI controller and algoriddim's djay 3 provides a powerful solution for all DJs, from beginner to pro. The Spin DJ controller mimics the classic setup of two turntables and a mixer, and easily connects to any Mac via USB. The user can then control djay 3 using two high resolution touch-sensitive jog wheels for scratching and remixing like on an analog turntable. Using the crossfader and controls for speed, looping, cue points, effects, and EQ, the user can smoothly fade from one song to another and apply professional-grade effects. The Spin controller also includes a built-in audio interface with a microphone input and two stereo outputs for headphones and master.

"Introducing DJing and reaching out to a new generation - the elder to the younger, the never before to the professional and experienced - has been one of our goals since the beginning of the DJ Midi controller movement," said Charles Akira Ono, Vice President of the Vestax Corporation. "With our know-how and team of engineers dedicated in pro audio, quality and design, we've partnered up with software company algoriddim to bring you the perfect mix. Call it the best mash-up for bringing in the New Year, as we assure you will experience DJing at a new level of fun."

"The Spin controller is a simple, yet powerful solution for all DJs, whether they're just beginning to experiment with their music or they've been mixing for years," said Karim Morsy, CEO of algoriddim. "We designed djay 3 to bridge the gap between everyday music enthusiasts and professional DJs, so we are thrilled to be able to offer our customers a hardware component that brings them that much closer to the real thing and beyond. It has been a real pleasure to closely work with Vestax on delivering Mac users everything they need to turn their Mac into a full-blown DJ system."

Feature Highlights:

- * Touch Sensor Jog Wheels: High resolution, touch-sensitive jog wheels enable the user to DJ like in analog mode when scratching or mixing;
- * Multi Channel Audio System: Spin comes with high quality sound for monitoring, master output and a separate microphone input;
- * Compact and Light: Completely travel friendly, the unit is perfect for Mac users on-the-go. A simple USB cable and djay 3 will have the user spinning wherever they please.

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Pricing and Availability:

Spin is exclusively available in Apple Stores for \$249.95 (USD), including djay 3 in the bundle. djay 3 is also available for a free 15-day trial or for purchase, and is also available for purchase from Apple retail locations for \$49.95 or 39.95 Euro (+VAT).

About Vestax

Found in 1977, in Tokyo, Japan by Mr. Hidesato Shiino, Vestax has lead the way in numerous fields in the pro audio and musical instruments industry. The founders sought to create a company that would lead the way for culture, quality and innovation. A company that would satisfy the needs and expectations of consumers. To learn more about Vestax, please visit them online.

Spin:

<http://www.djay-software.com/spin>

Purchase:

<http://store.apple.com/us/product/TX742>

Screenshot:

<http://www.djay-software.com/press/vestax-spin+djay.png>

algoriddim is a Germany-based software company that specializes in next-generation Mac audio and multimedia applications. Since its inception, algoriddim has pursued sophisticated, intuitive and user-friendly software applications. Its mission is to develop software that is accessible to the average consumer while offering the quality and power of professional tools. algoriddim consistently seeks out innovative methods for accommodating the needs of its customers, and its flagship music software, djay, is now serving a broad international audience of music lovers, professional DJs and world-class musicians. To learn more about algoriddim, please them online.

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