



BEAMZ INTERACTIVE EXPANDS ITS HOME DJ PRODUCT LINE WITH NEW PCDJ SOFTWARE BUNDLE OFFERING

New Product Is Targeted To Address Growing Home DJ/Hobbyist DJ Market

Las Vegas, Nevada – January 11, 2012 – Beamz Interactive, an interactive music products company, announced today a new Beamz laser controller product bundle to expand its home dj product line. The new product bundle offering includes a custom build of PCDJ Red Mobile 2.0 software that is tailored for consumers to use with the Beamz interactive laser controller, which the company is demonstrating this week at the 2012 CES (booth #25500). The PCDJ Red Mobile 2.0 & Beamz Laser Controller bundle has a \$179.95 MSRP and is available immediately from www.thebeamz.com. The bundle includes the Beamz model C4 laser controller, PCDJ Red Mobile 2.0 software, a special version of Beamz DJ mapping software with pre-programmed presets for PCDJ controls, and tutorials to get users up and running quickly.

“PCDJ Red Mobile 2.0 is a great feature rich application for consumers just getting started as DJs,” said Charlie Mollo, Beamz Interactive CEO. “Combining this PCDJ application with our laser controller provides home DJs a powerful application to unleash their music creativity and to also grow with as their DJ skills advance.”

Millions of consumers have downloaded trial and entry level DJ applications from sites throughout the web. The company created the Beamz/PCDJ bundle to provide a fun and easy to use software and controller combination for home/hobbyist DJ consumers to go beyond just experimentation.

“The Beamz laser controller is a cool and innovative way to control triggers in our DJ software applications,” said Ryan Sherr, Digital 1 DJ Sales and Marketing Director. “In addition to supporting this home DJ solution, we’ve put support into our all of our applications so that professional DJs may also use the Beamz with their gear.”

About Beamz

Based in Scottsdale, AZ, Beamz Interactive, Inc. (www.thebeamz.com) has created a new interactive laser controller technology that can be used to develop new market opportunities in a wide variety of music, game, and consumer applications. The Company’s first commercial products bring music to literally everyone in a manner that has previously not been possible. This product family, powered by

the Beamz technology, enables people that have no previous musical background or training to play and enjoy making great sounding music within minutes; and the technology also has the depth to enable accomplished DJs, artists and musicians to perform, compose and create sophisticated interactive music. Beamz Interactive's technology portfolio includes multiple patents, patents pending and trade secrets covering interactive music, software, laser-based controllers, gaming applications, and related designs and devices.

About PCDJ

The award-winning PCDJ brand of software and hardware products for professional DJs and musicians is offered by Digital 1 Audio, Inc. (D1DJ), a wholly owned subsidiary of [Digital 1 Media, Inc.](#) The PCDJ suite of advanced, digital products is the acknowledged industry pioneer and leader, enabling professional DJs to have significantly enhanced control over their original, musical performances. PCDJ products also come in versions designed for the novice and intermediate, to enable anyone to be a digital DJ. More than 9 million copies of PCDJ's demo software have been downloaded, and pcdj.com has consistently been in the top 1% of most visited Web sites worldwide.

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