



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

New Product Combines PCDJ Software with Beamz Pro Laser Controller

Anaheim, California – January 19, 2012 – Beamz Interactive, an interactive music products company, announced today a new Beamz laser controller product bundle to expand its professional dj product line. The new product bundle offering includes a full version of PCDJ Red Mobile 2.0 software paired with the Beamz Pro interactive laser controller, which the company is demonstrating this week at the 2012 NAMM trade show (booth #6007).

“This new bundle Beamz Pro provides mobile and club DJs a powerful combination to add a unique visual element to incorporate into their performances and events,” said Charlie Mollo, Beamz Interactive CEO. “It also provides DJs new opportunities for creativity using our interactive laser controller as a simultaneous trigger for music samples and lighting to fuel more energy to connect with their audiences.”

The PCDJ Red Mobile 2.0 & Beamz Pro bundle has a \$349.95 MSRP and is available immediately from www.thebeamz.com. The bundle includes the Beamz Pro model C4 laser controller, PCDJ Red Mobile 2.0 software, a full version of Beamz DJ mapping software with pre-programmed presets for PCDJ controls, a sample pack of loops and sound effects, Beamz Studio software and tutorials to get users up and running quickly. Beamz DJ software is a mapping application for the Beamz interactive laser controller that communicates MIDI and keystroke commands to any mixing, lighting and/or composition applications that accept MIDI and/or keystroke commands.

“Laser beams are a cool and innovative way for DJs to control their triggers,” said Ryan Sherr, Digital 1 DJ Sales and Marketing Director. “Using the Beamz interactive laser controller with our software and their gear provides DJs new opportunities for creativity and artistry.”

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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