

Digital 1 Audio launches all-new version of their leading DJ software for MAC and Windows, PCDJ DEX 2.0.

Clearwater, Florida, 6/2/10. Digital 1 Audio, Inc (<http://www.pcdj.com>), a long time designer and distributor of products for professional DJ's and entertainers, announced a much anticipated upgrade for PCDJ DEX 2.0, their leading MAC and Windows based DJ software for professional disc jockeys. This major upgrade boasts many new features and performance upgrades, while undergoing a design overhaul to simplify the DJ's in-use live experience. The most welcomed addition to DEX 2.0 is the ability to mix music videos, with all the same control and versatility you typically have with mixing audio files.

"Client's and patrons have grown accustomed to it, and DJ's today need to offer the complete audio-visual experience." says Digital 1 Audio's General Manager Ryan Sherr. "It's no longer as simple as just blending a couple beats, it's about being creative with the full gamut of media we now have at our fingertips. DEX 2.0 is our solution, offering audio, video, and even karaoke mixing capabilities. Our goal was to introduce all this great functionality while getting back to our roots in a sense. Over the years we've become influenced by requests and by the market in general, sometimes allowing us to lose sight of what attracted users to PCDJ in the first place over a decade ago. DJ's wanted an easier way than traditional DJ hardware, and we provided that. Sherr continues "We've made it our goal with DEX 2.0 to simplify use and navigation. I don't think we've had an easier to use DJ software release since PCDJ RED 5.2, and that's really saying a lot considering all the new features at the core of DEX 2.0. We're all really excited about the direction we're heading with our 2.0 software line"

Here are some of the notable features and/or improvements in DEX 2.0:

- Mix, scratch, and apply effects to audio, video, and karaoke files (mp3, m4a, wav, aiff, ogg, cda, mpeg, avi, mov, mp4, mkv, wmv, flac, mp3+G and more supported formats)
- Much improved automatic beat syncing – locks beats together for seamless mixing
- New robust library with easy iTunes library import and faster global search
- Midi-Learn using on-screen simple guides (map any midi controller simply)
- Very high-quality Key-Lock/master tempo
- Perceptual auto-gain (all songs play at same volume output)
- Pitch-Scaling for harmonic mixing
- New sample player
- Easier to re-skin GUI
- Improved interactive beat waveforms
- Many other upgrades and changes, geared towards making the user experience more friendly and engaging.

PCDJ DEX's manufacturer's suggested retail price is \$279, and the upgrade price for existing PCDJ DEX 1.1 users is \$149 for a limited time.

For more product information and a free evaluation version of PCDJ DEX 2.0 please visit:

<http://www.pcdj.com/index.php/products/dj-software/dex2/>

For marketing or dealer inquiries, Contact:

Digital 1 Audio
611 S. Ft. Harrison Ave., #317
Clearwater, FL 33756
727-799-3828 ext 105

Supported operating systems are: Windows 7/Vista/XP SP2 or Mac OS X 10.5 (Leopard) / 10.6 (Snow Leopard) with Intel CPU. CPU: at least 2GHz processor with 2 cores or more. RAM: at least 2GB RAM. Video card: ATI or NVidia for video playback (any video card ok for audio only mixing) Optimum: CPU: 2.5GHz Intel Core 2 Duo / Core 2 Quad / Core i3/i5/i7 / Amd Phenom RAM: 4GB

Since 1999, Digital 1 Audio/PCDJ has been recognized as a leading developer and manufacturer of DJ and Karaoke live performance software. More than 80,000 professional DJs around the world now spin with their computer using one of company's entertainment products.