



## INTRODUCING: RED BULL BPM DJ APP A Full DJ Set-Up In The Palm Of Your Hand

--LAUNCH PARTY, MARCH 15 in AUSTIN, TX--

**\*\*Media Note: Members of the press are invited to a special demonstration given by the Red Bull BPM app developers on-site from 9:30 – 10:00 p.m. in the demo room. Please RSVP to Heather Wagner Reed at [heather@juiceconsulting.com](mailto:heather@juiceconsulting.com)\*\***

**Austin, TX, [March 2011]** – Red Bull proudly introduces Red Bull BPM, the application that turns your iPhone, iPod touch or iPad into a complete DJ set-up. The U.S. launch party will be hosted in Austin, Texas on March 15 at 9:30 p.m. at [Republic Live](#) (301 W. 5<sup>th</sup> Street). **Two-time Grammy-nominated producer/remixer/DJ Felix da Housecat will deliver a special headlining performance utilizing the Red Bull BPM app.** Opening sounds provided by DJ Manny and visuals by VJ Culture. The event is free with RSVP, just text BPM to 72855\*. Every RSVP is automatically entered to win an Apple iPad or free downloads of the Red Bull BPM app.

### THE DOWNLOAD

Whether you're a professional DJ spinning at a club or an amateur mixing music in your bedroom, the range of Red Bull BPM Player apps can put a complete mobile DJ booth in your pocket. Quick to install and easy to understand, the apps are compatible with a wide range of sound formats. You can use it on its own and even in harmony with traditional vinyl decks or CD-player – just add an iPhone, iPod touch or iPad.

The Red Bull BPM app is available in Apple's App Store in two main versions (Pro, and HD). Take a test run and download the [lite versions](#) for free. The Red Bull BPM **Pro** has everything the modern DJ needs. Some unique features include: six different output modes using WLAN, Bluetooth and special audio Split Adapter, 32-bit sound engine which supports AAC, Apple Lossless, MP3, AIFF, WAV in optimal sound quality. The Red Bull BPM **HD** Player offers more of the same but ramped up for the larger iPad. Red Bull BPM apps sync with iTunes on your computer.

### NEVER MISS A BEAT

Using a portable media device as the base for a DJ set-up poses a unique problem but Red Bull BPM apps offer an ingenious solution. An iPod touch, iPhone or iPad only has one stereo output, so how can you listen to the next track before you cue it up? Red Bull BPM apps overcome this limitation by offering a special audio SPLIT CABLE ADAPTER, which supports the Red Bull BPM [MasterOut app](#) to provide two separate stereo outputs for monitoring – there's even a master option with the PRO and HD version.

The Red Bull BPM applications have been developed over the past 12 months in partnership with [Stereomusik Systems](#) in Essen, Germany, and the range of brand-new DJ applications include a handy customizable player, iTunes library import, built-in effects engine, Vinyl Vision, iTunes tag management, built-in virtual audio mixer, zero latency monitoring and two independent stereo outputs on WLAN or Bluetooth.

### FURTHER INFORMATION

Facebook: <http://win.gs/RedBullBPM>

Twitter: [@RedBull](#)

How to videos: [http://www.youtube.com/view\\_play\\_list?p=FA63E04EA4436C0A](http://www.youtube.com/view_play_list?p=FA63E04EA4436C0A)

\* Message & Data rates may apply. Must be present at the event to win.  
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## Not for publication:

For high-res images at no cost for editorial use, go to: <http://www.redbull-photofiles.com>.

If you would like a **press pass for the event** or if you'd like access codes for full versions or more information, please reach out to Nyla Hassell at 310.460.5154 / [nyla.hassell@us.redbull.com](mailto:nyla.hassell@us.redbull.com) or Heather Wagner Reed at 713.208.3891 / [heather@juiceconsulting.com](mailto:heather@juiceconsulting.com)

## NEW VERSIONS IN THE PIPELINE

Please prepare yourself Red Bull BPM 2.0 is coming soon to your device! The "what's new list" is very-very heavy:

- New workflow, new navigation.
- No importing necessary: uses tracks and playlists of your iPod Library automatically. USB or WiFi upload still available.
- Serato and Traktor metadata support (bpm and cue points).
- Reduced CPU usage. Much-much lower latency, feels different.
- Double-deck output mode for hardware mixer.
- Output (master) fader (HD only).
- 4 cue points.
- Reverse play (tap before or after the pitch fader head).
- Auto beatgrid.
- Automatic Vinyl Vision creation in background.
- Navigate between the screens using a gesture (HD only, slide your finger from outside of the screen towards the center).
- Compatible with Stereomusik Booster Cable (announced April 2011) to overcome the volume cap on Apple iOS devices.

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