

**Embargoed until 18/06/20, 6 AM PST / 9 AM EST / 2 PM BST**

## Algoriddim Reinvents DJing with World's First Real-Time Vocal and Instrumental Separation on new djay Pro AI

- Neural Mix™ AI system separates music into its original components on-the-fly
- Isolates the beat, instruments, and vocals of music directly from streamed or local tracks in real-time
- Harnesses Apple's Bionic chip for human brain-like processing of sound, redefining what is possible with mobile technology, music and AI

**MUNICH, Germany**, June 18, 2020 - Algoriddim today unveiled djay Pro AI, a major update to djay for iOS, its Apple Design Award-winning music app, introducing artificial intelligence-based real-time music separation to allow users to mix individual components of music live for the first time.

A decade after the #1 global hit djay for iPad helped millions of users embrace the art of DJing, Algoriddim is excited to launch another revolutionary technology that will once again change the way people mix music.

"From the analog to the digital age, transformations in DJ technology have had a profound impact on music styles and genres as a whole. Neural Mix™ is a major paradigm shift. Inspired by the auditory system of the human brain, it changes the way we conceive and mix music. It allows artists of all skill levels to experience and interact with music at an unprecedented depth," said Karim Morsy, CEO of Algoriddim. "We're incredibly excited to introduce Neural Mix™ to the world and we can't wait to see what artists and music enthusiasts create with djay Pro AI."

### **Neural Mix™**

djay Pro AI introduces Algoriddim's brand-new, patent pending<sup>1</sup> Neural Mix™ technology allowing DJs to isolate, play, and remix singular elements from multiple tracks in real-time. This presents an opportunity to layer and swap individual elements of a track, placing the vocals or rhythm from one track directly onto another, allowing DJs to blur genres and redefine their style.

On screen, djay Pro AI provides intuitive sliders and controls, enabling users to seamlessly fade between percussive and harmonic components of a song, best suited for electronic music, or to create instant acapellas and instrumentals with the tap of a button, best suited for Hip-Hop related music.

## Core ML and the Apple A12Z Bionic

Built from the ground up using Core ML, djay Pro AI is the first music app to fully leverage the Apple Bionic chip for real-time playback of music. Neural Mix™ provides ultra low latency, pristine sound quality, and sample-accurate precision for seeking, scratching, and time-stretching. It does this while processing millions of audio frames per second through deep convolutional networks on the Apple Bionic and rendering high-resolution multi-track waveforms and video in real-time.

Other features of djay Pro AI include:

- **Intelligent Automatic Mixing** - Automix AI identifies rhythmic patterns and the best intro and outro sections of songs, calculates optimal fade durations and automatically applies parameter changes to EQs and filters for a seamless transition. Perfect for users who want to lean back and listen to a seamless automatic mix.
- **Neural Mix™ transitions** - independently crossfades pairs of musical components of two songs so that a constant pace and energy is maintained throughout a transition without vocals or harmonies clashing.
- **DJ Hardware compatibility** - djay Pro AI works with an extensive range of MIDI controllers out of the box, offering over 30 new MIDI-mappable Neural Mix™ commands that can be assigned to DJ hardware controls.
- **UI Refresh** - carefully adapted user interface provides intuitive control of new AI music features. A stunning new full screen view allows users to interact with individual waveforms for drums, harmonic, and vocal components per track, side by side.

djay for iOS is available as a free download on the App Store. Users can upgrade to djay Pro AI, including access to Neural Mix™ and an extensive library of sounds, loops, and visuals, as a subscription via in-app-purchase for \$4.99 / €4.99 / £4.49 per month. A free trial of the full Pro subscription is available.

- ENDS -

### Notes to Editors

<sup>1</sup>Neural Mix is a trademark of algoriddim GmbH. The Neural Mix technologies for playback, live decomposition, mixing, and visualization are covered by multiple pending patent applications in the US and other countries.

### Official Video

[https://youtu.be/xw1OA6C\\_O6k](https://youtu.be/xw1OA6C_O6k)

**Website**

djay Pro AI: <http://www.algoriddim.com/djay-ios>

Neural Mix: <http://www.algoriddim.com/neural-mix>

**App Store Link**

<http://www.algoriddim.com/store/djay-ios>

**Requirements**

djay for iOS is compatible with any iPhone or iPad running iOS 12 or later. An iOS device with an A12 Bionic chip or later is recommended when using Neural Mix™. This includes iPhone XS or later, iPhone SE (2nd generation or later), iPad Pro 11-inch, iPad Pro 12.9-inch (3th generation or later), iPad Air (3rd generation or later), and iPad mini (5th generation or later). For a full list of Neural Mix™ supported iOS devices, please visit Algoriddim's web page.

**About djay**

djay is a winner of multiple Apple Design Awards. Available for desktop and mobile devices, it is loved by millions of DJs and music enthusiasts around the world.

**About Algoriddim**

Algoriddim, founded in 2006, creates world-class music and video applications for desktop and mobile devices. Its mission is to eliminate the boundaries between consumer and professional-level software to create a world where every person can be an artist and express themselves through music.

**Further information:**

For more information, please contact Sam Morgan or Ben Daish at:

[algoriddim@33Seconds.co](mailto:algoriddim@33Seconds.co)

Press page: [www.algoriddim.com/press](http://www.algoriddim.com/press)

*Neural Mix is a trademark of algoriddim GmbH. The Neural Mix playback, live decomposition, mixing, and visualization technologies are covered by multiple pending patent applications in the US and other countries.*

*Apple, iPad, and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries. All other trademarks, company names, product names, and technology names mentioned herein are the property of their respective owners.*

###