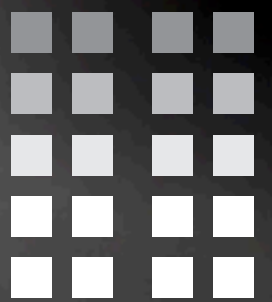




algoriddim



Company Overview

Algoriddim, founded in 2006, creates state of the art music and video applications for Mac, iPad and iPhone. Combining sophisticated technology with intuitive design, Algoriddim eliminates the boundaries between consumer and professional-level software. Algoriddim's goal is to create a world where every person can be an artist and bring their digital media to life.

djay

Algoriddim's flagship product, the world's best selling DJ app downloaded by over 10 million users on the App Store, is popular with an international audience of consumers, professional DJs, and renowned artists. It won prestigious awards including the 2011 Apple Design Award and was named App of the Year by Apple in more than 100 countries as part of App Store Rewind 2011. With the release of djay 2 in 2013 the franchise topped the charts at #1 ranked app overall for both iPhone and iPad on the App Store.

vjay

Launched June 2012, vjay unlocks unprecedented artistic opportunities for anyone and redefines how people interact with video and music. It was featured in the App Store Best of 2012, highlighting the best apps of the year, and received a nomination for an MTV O Music Award in 2013. The vjay app features exclusive audio and video content from music icon Snoop Dogg and electro-pop superstars Far East Movement. Featured by Apple in June 2013 as the App of the Week, vjay received more than 2 million downloads in less than one week.

Awards

Algoriddim has won numerous awards from excellence in design, technology achievements, and most popular products.



 **Apple Design Award**
iPad Developer Showcase
2011 Winner

djay for iPad



Best Music App 2012
DJ Mag

djay for iPad



App of the Year 2012
iLounge

djay for iPhone



Best of 2012
Apple

vjay for iPad



Best of 2013
CNET

djay 2 for iPad



Best Music App 2013
iMore

djay 2 for iPad

Apple Recognition

Algoriddim has been honored numerous times in Apple TV commercials globally. Our products have been featured on the App Store dozens of times hitting #1 top selling app in over 30 countries for both iPhone and iPad. Our brand has been leveraged countless times in Apple marketing of iPhone, iPod, iPad, and Mac. Algoriddim has been honored in keynotes by Steve Jobs, Tim Cook, as well as Phil Schiller.



Steve Jobs

"Wonderful Wonderful Apps"
iPad 2 launch
djay for iPad



Tim Cook

iPad Air launch
vjay



Phil Schiller

iPhone 5 launch
djay for iPhone



App Store

#1 Ranked iPhone & iPad App
on App Store *djay 2* launch

Hardware Partners

Algoriddim has partnered with the world leading hardware manufacturers to develop a wide range of premium DJ hardware accessories, co-branded and designed to exclusively integrate with Algoriddim's award-winning apps.



Numark



Pioneer DJ



Vestax



reLOOP



PHILIPS



CASIO

Artist Partnerships

Algoriddim has collaborated with numerous world-class artists on creative ideas and projects that share in the spirit of pushing the limits of creativity and technology.

David Guetta

David Guetta, superstar DJ and producer, and Algoriddim teamed up for the ultimate DJ app. This special edition of djay contains exclusive David Guetta bonus material including signature synth samples, drum beats, and five electro tracks from his album Nothing But the Beat.



Armin Van Buuren

With millions of electronic music fans throughout the world, Armin van Buuren has been named number one in the prestigious DJ MAG Top 100 for five times, as the first DJ in the history of the DJ Magazine. Algoriddim, Phillips and Van Buuren came together to collaborate on an innovative portable integrated speaker and DJ system, MIX-DJ Sound System.



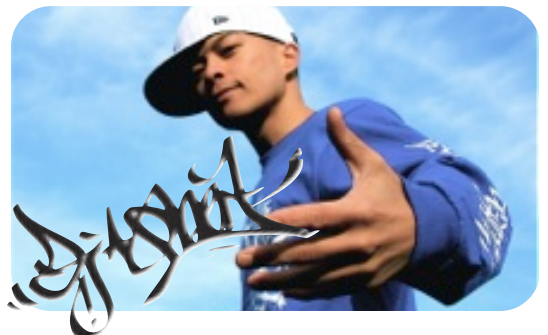
Snoop Dogg

The latest versions of both djay and vjay come preloaded with exclusive content from music icon Snoop Dogg a.k.a. Snoop Lion. Users can re-mix Snoop video contents with vjay and add his exclusive vocal and music samples to their music remixes using djay.



DJ QBert

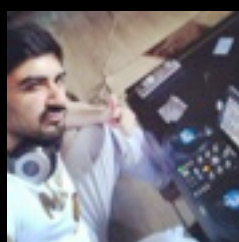
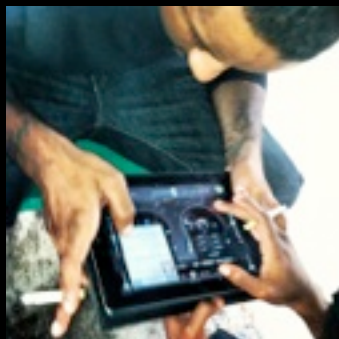
DJ QBert is credited for being the world ambassador of the DJ as a musician and turning the turntable into a respected musical instrument. With our iOS 7 launch of djay 2 we collaborated with DJ QBert to introduce "DJ QBert's Skratch Tools", a collection of sounds specifically tailored for scratching performances on djay 2 virtual turntables and HD Waveforms.



Our 10 Million+ Fans

At the very heart of what we do is to build creative tools that people love to use. We strive to enable artists to push the limits of their performances. We aim to inspire the next generation. From experienced professional DJs, to girls and boys learning about music, igniting the creative spark is at the core of what we do. Millions of fans are enjoying our apps today and we continue to innovate to fuel a new generation of artists and enthusiasts with our products.





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