



CHEAT SHEET

DDJ-FLX4

€319 / £279 including VAT

OVERVIEW

SUMMARY

The DDJ-FLX4 is a DJ controller that's compatible with various devices and DJ software applications including rekordbox and Serato DJ Lite (both of which are free to use), as well as Serato DJ Pro (paid subscription needed). It has a professional feel and a simple, user-friendly design that's perfect for beginners who want to learn how to DJ.

PRODUCT MOTIVATION

To offer an affordable, portable DJ controller that enables people to start exploring the world of DJing, no matter what kind of software or device they want to use it with.

AUDIENCE

The core target audience for this unit comprises people who are new to DJing and want to experiment with mixing music they own and songs from streaming platforms, then possibly perform for their friends either in-person or on streams.

PRODUCT POSITIONING

The DDJ-FLX4 is the ideal controller for new DJs who want to start mixing right away with a choice of compatible devices, software, and streaming platforms, then improve their skills before they start performing for friends.

KEY MESSAGES

rekordbox and Serato compatibility

The DDJ-FLX4 offers free use of the rekordbox and Serato DJ Lite software applications. DJs simply need to connect their PC/Mac to the controller to complete their setup. And if they want to upgrade to Serato DJ Pro, they can buy a license and use the premium version of the software.

Multi device support

PCs and Macs are compatible with the DDJ-FLX4. Even better, when the update for rekordbox for iOS/Android becomes available in early 2023, it'll be possible to connect the DJ controller to a smartphone or tablet via Bluetooth® or a USB cable.

User-friendly portable design and professional layout

The layout of the controls on the DDJ-FLX4 makes it easy to learn to DJ and is inherited from professional Pioneer DJ products. Everything is simple to use and neatly arranged, which also makes the controller compact enough to take anywhere DJs want to practice or perform.

Brand-new Smart Mixing features

Anyone can start mixing straight away on the DDJ-FLX4, thanks to its Smart Mixing features. Smart Fader automatically adjusts the volume, bass volume, and BPM of the music so it's easy to smoothly transition from one track to the next by simply moving the channel faders or crossfader. And with Smart CFX, simply turning one knob applies a combination of effects to add drama to the sound.

Seamless integration with selected streaming services

rekordbox is compatible with a choice of streaming services. So, DJs can pick from millions of tracks available on the TIDAL, Beatport Streaming, Beatsource Streaming, and SoundCloud Go+ platforms (subscriptions required) and mix them together on the DDJ-FLX4. It's even possible to use all the controller's effects and performance features to spice up the sound.

USB audio output for microphone sound

The DDJ-FLX4 makes things simple for anyone who's keen to MC or sing over the top of their sets. Normally, a separate mixer or soundcard is needed to blend the audio from the microphone with the music before inputting it to a computer or device, but the DDJ-FLX4 does the audio mixing. This also makes the controller an ideal choice if DJs want to live-stream their sets because they can do it all from one device.

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