

The logo for Smithson Martin, featuring the name in a stylized, handwritten cursive font.

Emulator ELITE Production Units Shipped

DJ's start to receive the world's most advanced DJ system

Miami, FL October 27, 2014 – SmithsonMartin continues to pave the way for the future of DJ technology. Today the first production models of Emulator ELITE shipped to eager pre-order customers.

Co-Founder and CEO Alan Smithson commented on the landmark day, “After four years and over a million dollars in R&D, it is my pleasure to announce that the world's most advanced DJ system, Emulator ELITE will be shipping to the first customers”.

The company made a bold move moving production from their Canadian headquarters to Miami. “The decision has proven to be more efficient than we could've imagined” commented Smithson. With the first round shipment in place for the third week of October, the company increased its production rate at phenomenal speeds, projecting the second round of shipments for the very next week due to increased sales.



Pablo Martin, Co-Founder and CTO proudly remarked, “Our team has made something truly remarkable and I cannot thank all of our fans and team enough. It is heart-warming to know we have so many supporters and eager customers awaiting their brand new ELITE systems.”

Customers have been placing pre-orders for the worlds most advanced DJ system since it's announcement earlier this year. The first Emulator ELITE was put in Miami's brand new House Nightclub in the spring. "I am so excited to share this new technology with the world and redefining what real DJ'ing is about" commented Emulator artist Lena Thompson.

With only 100 ELITE units being made, Emulator ELITE is one of the most exclusive pieces of DJ equipment ever made. The first 6 new Emulator Artists include; DJ Lena Thomson, Dr. Drax, President of the American DJ Association (ADJA), The Metabeing, DJ Karn Hall, MCR's John Phillips and new London, UK hotspot, Canteen & Cocktails.

About SmithsonMartin

SmithsonMartin is the world's leader in multi-touch control applications for music, recording, professional lighting and performance art. SmithsonMartin focuses on creating products for the future of DJ'ing. The flagship software Emulator PRO software provides a platform for most popular DJ software programs (Traktor, Ableton, Virtual DJ, and more) to be used on multi-touch devices. Emulator ELITE has been described as Minority Report DJ'ing using a giant transparent touchscreen visible from both sides. Emulator ELITE was nominated for the 2014 DJ Mag Tech Awards Innovative New DJ Product and was recently featured on Discovery Channel's Daily Planet.

Further product information and press material

WEBSITE: www.SmithsonMartin.com

MEDIA PRESS KIT - <http://bit.ly/1s5JRrT>

VIDEOS:

Emulator ELITE on Discovery Channel - <http://bit.ly/1irNtfD>

SmithsonMartin News - <http://bit.ly/1qa1ph1>

Emulator ELITE promo video - <http://bit.ly/1131bUd>

Press Contact

Alan Smithson, Public Relations

E-Mail: alan@SmithsonMartin.com

Phone: +1 (416) 669-0610

Products include:

Emulator ELITE is the world's most advanced DJ system. With the dual view aspect of the screen, the audience can now see exactly what the artist is doing. Whether you are a DJ, Producer, Lighting Tech or VJ.

Emulator PRO is fully assignable, touch-based software that gives users the ability to create customizable interfaces (GUI) for any software that accepts MIDI. Emulator works with programs that control everything from Lighting, Video, DJ and Studio applications or any other MIDI capable software. Emulator PRO has been used to control the following programs and countless others:

Emulator ELITE customer websites:

DJ Lena Thompson - <http://www.lenathedj.com/>

American DJ Association (ADJA) - <http://adja.org/>

Metabeing - <http://danielevanko.com/>

DJ Karn Hall - <https://www.facebook.com/karnhalldj>

MCR Productions - <http://www.bookmcr.com/>

Canteen & Cocktails - <http://canteenandcocktails.com/>