



DJ Mix Academy Announces New Mobile On-Demand Learning™ *DJ Lessons Now Available for PCs, Macs, and Handheld Devices*

FOR IMMEDIATE RELEASE

TYNGSBORO, MASSACHUSETTS, USA – April 17, 2006 – The DJ Mix Academy (DMA), America's DJ instructional innovator, announced today new Mobile On-Demand Learning™ as part of their self-study curriculum: Computer-Based Training (CBT) and Handheld-Based Training (HBT). In addition to Video-Based Training (VBT) announced last November, the DMA now offers its DJ instruction for playback on a PC, Mac®, as well as a mobile handheld device including Palm® PDA and Apple iPod®.

With the launch in 2004 of their distance-learning curriculum, the Global DJ Mix Academy, the DMA became the first to offer self-paced DJ training to students no matter where they live. The self-study curriculum includes several multimedia course materials including a DMA-authored Student Handbook, PowerPoint slides, a textbook, DVDs, and CDs.

Now with the addition of computer and handheld-based instruction, students can listen to or view training modules anytime, anywhere. "Most students already have a PC or MP3 player," said Eric Patel, Director of Operations for the DJ Mix Academy. "By repurposing our DJ lessons into computer and handheld formats, students can use their existing PC or iPod to learn how to DJ."

The Computer-Based Training (CBT) runs in a Web browser on the student's Mac or Windows PC while the Handheld-Based Training (HBT) runs on one of many supposed Palm Powered handhelds and smartphones as well as MP3 players including the new 5th-generation video iPod. The academy offers three different types of educational content: 1) Audio-Based Training (ABT) consisting of audio or MP3 files; 2) Presentation-Based Training (PBT) consisting of movie files of the instructor lecturing to PowerPoint slides; and 3) Video-Based Training (VBT) consisting of video files showing the instructor teaching as well as helping students learn to DJ. The academy's courses as well as their workshops are available in these formats.

"Students now can take the DJ Mix Academy with them wherever they go" said Laura Spear, Marketing Manager for the DJ Mix Academy. "Whether you're in the car, working out at the gym or on the go, students can access our learning-on-demand anytime."

About the DJ Mix Academy

The DJ Mix Academy is America's DJ instructional authority. We help DJs shorten their learning curve and improve their performance. Students can now choose from 3 sessions, 3 programs, 20 courses, and 20 workshops as they earn their Certificate Program in Disc Jockeying, the 1st comprehensive educational program for DJs in the U.S. Through our Mobile DJ Mix Academy we teach students remotely by bringing our school to them. Reaching students worldwide, our Global DJ Mix Academy allows students to learn at their own pace. DJ Mix Entertainment, our global DJ service, lets you be the life of the party. Enjoy the fun and rewarding experience of being part of a DJ community where you can learn and network with the pros!

For Additional Information, Contact:

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