



**DJ Mix Academy Announces New Video Instruction**  
*DVDs and CD-ROMs Enhance Self-Study Program for Remote Students*

**FOR IMMEDIATE RELEASE**

**TYNGSBORO, MASSACHUSETTS, USA – November 14, 2005** – The DJ Mix Academy (DMA), America's DJ instruction innovator, announced today a new enhancement to their Global DJ Mix Academy: Video-Based Training (VBT). Students whom the academy can't reach through their classroom or onsite curriculums can acquire DJ know-how through the academy's self-study curriculum, the Global DJ Mix Academy.

Last fall the DMA launched America's 1st distance-learning curriculum for DJs: the Global DJ Mix Academy. The Global DJ Mix Academy gives students a self-study option so that they can learn at their own pace – no matter where they are located. Students are matched with a DMA instructor who mentors them throughout their chosen course from the academy's extensive DJ Curriculum Catalog. With the addition of video instruction, students can supplement as well as refresh their learning by experiencing an actual DMA class. "There are plenty of great DJ-instructional DVDs available" said Eric Patel, Director of Operations for the DJ Mix Academy. "Our VBT is less of an attempt to replicate these efforts; the videos show actual classroom footage of our instructors teaching students how to DJ during the lecture and hands-on portion of our classes."

Already produced are videos for 3 of the most popular DMA courses: DJ 101: DJ'ing I, DJ 111: Vinyl DJ'ing I, and DJ 301: DJ'ing III. Two formats are available: DVDs and CD-ROMs playable in Windows or Mac PCs. Each video set captures the essence of the DMA's value proposition to students: instruction, equipment, and music, what the academy calls the DJ Mix Academy Experience. "This is about as close as you can get to the DMA if you can't make it to class" said Laura Spear, Marketing Manager for the DJ Mix Academy. "You'll see for yourself by watching the videos just how quickly students shorten their learning curve and improve their DJ'ing performance."

The DMA is also making these videos available for sale to their alumni (students who have taken a DMA session, course, or program in the past) as well as students who enroll in a course that is scheduled to be videotaped. This footage provides videotaped students with an easy way to refresh their learning on demand as well as a permanent copy of their learning progress.

## **About the DJ Mix Academy**

The DJ Mix Academy is America's DJ instruction innovator. Our Certificate Program in Disc Jockeying is the 1<sup>st</sup> comprehensive educational program for DJs in the U.S. We help DJs shorten their learning curve and improve their performance. To enhance your DJ'ing proficiency the academy offers unbeatable value consisting of instruction, music, and equipment. 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 more information, please visit [www.djmixacademy.com](http://www.djmixacademy.com) or call 1-877-248-8700.

### **For Additional Information, Contact:**

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