

**Euphoric Harmonies: Meet the euphonia professional rotary mixer**

- Captivating mixing experience and sound that immerses you in the music
- Rupert Neve Designs transformer produces clear and rich analog audio
- Uniquely developed rotary faders and Energy Visualizer



**March 14, 2024:** AlphaTheta Corporation announces the release of the euphonia from its AlphaTheta brand, a professional rotary mixer which creates an amazingly natural and smooth mixing experience.

Building on over 30 years of audio technology and innovation while paying homage to rotary mixers, known for their unique sound quality and playability that enables deep immersion in music, this is the first mixer to bear the AlphaTheta name and it's the company's first-ever rotary unit.

Yoshinori Kataoka, AlphaTheta's President and CEO, said, "We're so pleased to introduce the euphonia professional rotary mixer. Having watched the DJM Series evolve since I helped develop the first model in 1995, the DJM-500, I have a special feeling about the euphonia. It's inspired by our customers' love of music and our dream to create a new expression of the DJ mixer. We're truly excited to witness the euphonia's unique sound bringing excitement and inspiration to DJs and their audiences."

The all-new 4-channel euphonia provides a euphoric musical experience that combines the clarity of digital and the richness of analog. This holy grail of sound characteristics is made possible by the high-resolution wide-ranging sound design and the inclusion of an analog transformer circuit, co-developed with Rupert Neve Designs, which enhances harmonics in your music to create an energetic and polished sound that enables smooth mixing.

Once you've fallen in love with the sound, you'll notice the supreme feel of the uniquely developed rotary faders which have been carefully designed to make you feel a deeper connection with the euphonia. The 3Band Master Isolator was also custom designed so you can make dynamic changes to the music and have more sensory control over your sound. Going one step further, you can turn your spontaneous musical inspiration into impactful sound by using the 3Band Master Isolator in combination with the new Boost Send feature for powerful performances. All this is just the tip of the euphonia's "iceberg" as the mixer also features an Energy Visualizer, built-in Send FX, and multiple inputs and outputs to enable you to take your musical expression to the next level. The sound produced by the euphonia immerses you deeper in the music and promises richer musical experiences.

## PRODUCT OVERVIEW

Product category	: Professional 4-channel rotary mixer
Model name	: euphonia
SRP	: €3,799 including VAT / \$3,799 excluding tax/ £3,249 including VAT
In-store date	: Out now

## PRODUCT HOMEPAGE

<https://bit.ly/49yABoA>

## PRODUCT WALKTHROUGH VIDEO

<https://youtu.be/Q5yABhSkGiY>

## KEY FEATURES

### **Specially developed rotary fader makes you feel at one with the music**

When you touch the faders on the euphonia, you won't want to let go. To enhance its intuitive mixing experience, the unit is loaded with rotary faders that feature a brand-new carefully developed design to give you the feeling that you and the mixer are one. After extensive testing, the perfect knob sizes were chosen, with an elastomer applied to the outer circumference of each to ensure a comfortable and reliable grip as well as a high level of vibration absorption. The uniquely developed mechanism for the faders also benefits from optimum weighting. You'll notice a difference in the feel of the knobs when you turn them at different speeds, as a higher load is applied when you turn a knob slowly for delicate fine-tuning and a lower load level is applied when you turn a knob quickly to instantly reach your intended volume level. And the fader volume curves have been optimized through feedback from numerous DJs, enabling smooth and natural mixing without equalizing, so you can concentrate on volume control. This innovative fader allows for musical expression that will move your audience and enhance your performance.

### **Energy Visualizer for understanding overall sound at first glance**

Get an instant visual grasp of the status of your mix and the balance of track volume levels by glancing at the euphonia's Energy Visualizer. Conventional VU meters only have 1 needle meter, making it difficult for DJs to grasp multiple channel levels at the same time. The euphonia's uniquely developed Mix Level Meter features a needle meter for each channel so you can visually check the levels for all channels and mix smoothly while keeping the groove going. You can even keep an eye on the balance of the Master output by looking at the Spectrum Analyzer, which helps you keep your mixes sounding consistent and smooth, even in a long set, as you "watch" the euphonia's output and adjust it to create your perfect sound.

### **Next-generation 3Band Master Isolator that transforms sensibility into sound at your will**

Enjoy a more sensory level of control over your music with the 3Band Master Isolator which was specially built for the euphonia.

- **Highest-quality isolator**

The size of the isolator knobs is perfect for rapid turns from center to maximum or minimum, and the torque load is perfectly balanced for both quick operation and fine sound quality adjustment, with a luxurious feel that's not too light. The cut-off frequency and slope are set to control and highlight the kick, melody, and rhythm bands in a natural yet sharp manner.

- **Brand-new Boost Send for one-handed effects application**

Add one of the built-in Send Effects, or an effect from an external unit, to the sound of any of the Master Isolator frequency bands. Press the Boost Send button for the low, mid, or high band and, as you turn the isolator knob, the effect will be applied to that band. This enables you to apply effects with a single hand in a way that previously needed two, leaving the other hand free for mixing another track.

- **Boost Level to help you express your style**

Pick the Boost Level setting that suits your playing style, and the volume level of each frequency band will be increased by the relevant amount. Choose +12dB for dynamic performances, +6dB for sound quality adjustments, and 0dB for reverb effects without any volume boost.

### **Built-in Send FX to bring depth and breadth to your sound**

The euphonia features 5 built-in spatial effects and a high-pass filter, so you can easily add depth and breadth to your music. These are: Delay, Tape Echo, Echo Verb, Reverb, Shimmer, and HPF (high-pass filter). There's also a Send/Return section which gives you the option to connect external effects units. A dedicated knob on each channel enables you to adjust the send level going to the selected effect, so you can apply just the right amount. And the Time knob, which allows you to adjust the effect delay and reverb time, has a proprietary mechanism developed specifically for this unit that automatically switches between a clicking sensation and no-clicking sensation depending on the effect you've selected. When using Delay, Tape Echo, and Echo Verb, the knob clicks according to the BPM, so you can quickly apply effects. When you use Reverb and Shimmer, there's no clicking, so you can turn the knob freely to perform smooth sweeps or make tiny adjustments to find the perfect setting.

### **Design that embodies a new era of rotary mixer**

The euphonia was designed to signal a new era of rotary mixers, with a "two-tone, two-layer" look symbolizing tradition and innovation. The channel strip section, which comprises traditional mixer elements, is distinguished from the innovative display section by matte and gloss textures, resulting in a crisp design that combines analog and digital elements. The copper color of the primary knobs conveys the warmth of analog sound, and the wood side panels are painted black to blend in with the overall aesthetic.

### **Other features**

- 2 options for connecting external effects units (Send/Return and Master Insert)
- Digital (coaxial) in terminal
- Built-in USB Type-C audio interface for PC/Mac
- Compatible with rekordbox DJ software

- Compatible with Serato DJ Pro DJ software (license needed)
- 2Band Booth EQ
- Lockable Power Cord (not available in some regions)

#### euphonia specifications

Terminals	Inputs	DIGITAL IN × 4 (coaxial) LINE × 4 (RCA) PHONO × 4 (RCA) MIC × 1 (XLR & 1/4" TRS jack)
	Outputs	MASTER × 1 (XLR) BOOTH × 1 (1/4" TRS jack) REC × 1 (RCA) PHONES × 2 (1/4" stereo phone jack, 3.5 mm stereo mini jack)
	USB	USB Type-C × 1
	Others	SEND × 2 (1/4" TS jack) RETURN × 2 (1/4" TS jack)
Frequency Response		20 Hz — 40 kHz (LINE)
S/N Ratio		107 dB (USB, DIGITAL IN) 88 dB (PHONO) 105 dB (LINE) 79 dB (MIC)
Power Requirements		AC 110 V — 240 V, 50 Hz / 60 Hz
Power Consumption		43 W
Max. External Dimensions (W x D x H)		429.2 × 331.0 × 119.9 mm / 16.90" × 13.03" x 4.72"
Main unit weight		9.5 kg / 20.94 lbs.
Accessories		Power cord Quick start guide Precautions for use
Compatible Software		rekordbox Serato DJ Pro

Visit the official rekordbox website for the software's specifications: [rekordbox.com](https://rekordbox.com)

Visit the official Serato website for the specifications of Serato DJ Lite: [serato.com](https://serato.com)

- \* Disclaimer: Specifications and price are subject to change.
- \* Pioneer DJ is a trademark of PIONEER CORPORATION and is used under license.
- \* rekordbox™ is a trademark or registered trademark of AlphaTheta Corporation.
- \* Serato DJ Pro is a registered trademark of Serato Limited.
- \* Rupert Neve Designs and the R logo are registered trademarks of Rupert Neve Designs, LLC.
- \* Other product, technology, and company names, etc. mentioned herein are trademarks or registered trademarks of their respective owners.

#### About AlphaTheta Corporation

AlphaTheta EMEA Limited is the subsidiary of AlphaTheta Corporation responsible for sales and marketing in EMEA. AlphaTheta's DJ business began as a division of Pioneer Corporation in 1994, when it released the world's first commercially available flat-top DJ CD player, the CDJ-500. Ever since then, it has been a market leader in the design and production of innovative DJ equipment and software. In 2024, the company introduced the brand AlphaTheta, which propels it into the future while maintaining the quality and innovation expected by its customers.

AlphaTheta continues to evolve, create innovative products and services, strive for the development of the music industry and its culture, and take on new challenges. Its portfolio includes brands such as AlphaTheta, Pioneer DJ, rekordbox, KUVU, TORAIZ, and Pioneer PRO AUDIO. AlphaTheta Corporation is in the Noritsu Koki (TSE:7744) Group, headquartered in Yokohama, Japan, and is led by President and CEO, Yoshinori Kataoka.

Website: [alphatheta.com/](http://alphatheta.com/)

Main social media

- [www.facebook.com/pioneerdjglobal](https://www.facebook.com/pioneerdjglobal)
- [www.twitter.com/pioneerdjglobal](https://www.twitter.com/pioneerdjglobal)
- [www.youtube.com/pioneerdjglobal](https://www.youtube.com/pioneerdjglobal)
- [www.instagram.com/pioneerdjglobal](https://www.instagram.com/pioneerdjglobal)

Download images and marketing assets from <https://www.alphathetahub.com/>

Or for more information contact the AlphaTheta EMEA marketing department: [pr.eu@alphatheta.com](mailto:pr.eu@alphatheta.com)



