

FOR IMMEDIATE RELEASE



## **BEATPORT LINK TO BRING STANDALONE STREAMING AND OFFLINE STORAGE DIRECT TO DENON DJ HARDWARE**

BERLIN, DE - MAY 21, 2019 - **Beatport** and **Denon DJ** today announced a licensing partnership that will result in a full integration of the [Beatport LINK](#) subscription service for DJs, including its proprietary locker technology, into Denon DJ's **Prime Series** DJ hardware.

The companies plan to make this game-changing integration available before the end of 2019. Developed in close collaboration with labels and suppliers, Beatport LINK will allow subscribers to stream Beatport's extensive music catalog for the first time from Denon DJ's standalone units, with no laptop required.

The partnership will also introduce the first-ever service that allows DJs to take tracks offline and store them directly on the Denon DJ hardware.

Offline storage will be made available as part of two forthcoming plans: **Beatport LINK PRO** (allowing DJs to save up to 50 tracks in an offline locker) and **Beatport LINK PRO+** (allowing DJs to save up to 100 tracks in an offline locker).

This innovative next phase follows Denon DJ's announcement today that its Prime Series gear, including its recently announced **Prime 4** standalone DJ smart controller and the earlier **SC5000** and **SC5000M** units, are now fully enabled for both hard-wired and Wi-Fi internet connection.

Beatport and Denon DJ's rollout will also include the much-anticipated launch of **Beatsource LINK**. Beatport and **DJcity** combined forces in early 2019 to develop **Beatsource**, a digital music service for open format DJs. Similar to Beatport, Beatsource offers both an a la carte download store and the new Beatsource LINK subscription service, which will be available within the Prime Series units.

Beatport's CEO, **Robb McDaniels**, commented, "We are proud to develop the first music service that integrates offline storage directly into DJ hardware. Beatport LINK perfectly complements our download store, giving customers the chance to mix their own collections with our entire catalog."

"The forthcoming offline storage capabilities will set a new precedent, allowing DJs to store a limited set list from our catalog directly within their Denon DJ hardware. You can expect additional software and hardware integrations coming every few months throughout 2019," McDaniels continued.

[Beatport LINK launched in beta version on May 14](#) with a 30 day free trial. The subscription service's first integration, with **Pioneer DJ's WeDJ** app, targeted beginner DJs. Additionally, [Beatport CLOUD](#) launched in beta as a feature of Beatport LINK and a standalone subscription service.

Further Beatport LINK partnerships are planned for the pro DJ market, including a software integration with Pioneer DJ's **rekordbox**.

### **About Beatport:**

Founded in 2004 as the principal source of music for DJs, Beatport is today the worldwide home of electronic music for DJs, producers, and their fans. The Beatport Store offers music in premium digital formats and provides unique music discovery tools created for and by DJs. Each week, Beatport's music collection is refreshed with hundreds of exclusive tracks by the world's top electronic music artists. Beatport has offices in Los Angeles, Denver and Berlin. Follow us on [Facebook](#) and [Twitter](#) and [Instagram](#).

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