



# REVIEWER'S GUIDE

## SELECT-MIX-BURN

### Contents

Welcome	1
Installing eJay Mix CD Producer	2
Product Overview	2
Market Position / Target Users	2
Features	3
Product Tour	3
System Requirements / File Format Support	5
Pricing & Availability	5

### Welcome

June 2004

Empire Interactive is delighted to announce a major addition to its award-winning line of music software for PC, eJay Mix CD Producer. Developed by Seattle-based MixMeister Technology LLC, this release offers unprecedented ease-of-use for those new to music mixing, and puts the power of advanced DJ tools within everyone's grasp.

This Reviewer's Guide has been designed to help you evaluate the program's major functions quickly and easily. For more in-depth information, please contact:

Adam Hartley  
Nice Promotions  
Tel: +44 (0) 845 166 2854  
Email: [adam@wearenice.co.uk](mailto:adam@wearenice.co.uk)

or

Cate Swift  
Brand Manager eJay  
Empire Interactive Europe Ltd.  
Email: [cate@empire.co.uk](mailto:cate@empire.co.uk)

**Empire Interactive**  
The Spires  
677 High Road  
North Finchley  
N12 0DA  
Tel: +44 20 8492 1049  
[www.eJay.com](http://www.eJay.com)



## Installing Mix CD Producer

### Starting the Installation

To install the program, insert the Mix CD Producer CD into your CD-ROM drive. If autorun is activated, the Mix CD Producer set-up will start automatically. To start the installation manually select 'run' from the start menu, enter "D:\EJAYMCDP.exe" (where "D" represents your CD-ROM drive) and click OK. Alternatively you can open Windows Explorer and start EJAYMCDP.exe on the Mix CD Producer CD-ROM.

### Entering the Registration Key

**IMPORTANT:** To install the evaluation copy of eJay Mix CD Producer, you will need to enter a Registration Key when prompted. This can be found on the sleeve of the CD.

## Product Overview

Everyone loves to make and receive music compilations. Now eJay Mix CD Producer featuring MixMeister Technology enables you to go one step further and make seamless professional mixes in no time at all. Compile playlists from the music library on your PC and mix tracks into one another using MixMeister's patented beat mixing function. Manipulate the mix by altering the timing, tempo, volume and EQ levels, or simply let Mix CD Producer do all the work. Refine, record and refine again until the perfect DJ mix is achieved. With integrated CD burning functionality, you can quickly and easily make professional-sounding mixes to play in your car, at parties or to share with friends.

## Market Position / Target Users

### User Profile

As a consumer-class product priced at £29.99, Mix CD Producer is geared to the user who is familiar with mainstream digital media players, but wants some control over timing and the transitions between songs. With highly automated beat mixing capabilities, Mix CD Producer was created for:

- Digital music enthusiasts
- Fans of "the art of the mix"
- Clubbers and bedroom DJs

### Patented Rhythm Algorithm

Mix CD Producer uses a patented beat-matching algorithm to seamlessly blend songs together while maintaining the flow of the music. The resulting mixes are silky-smooth, and pro DJs often comment that novices can now sound like they've been beatmixing for years.

Prior to the release of Mix CD Producer, mix fans had to choose between two types of products for music mixing. At the low end, there are mainstream media players or CD burning tools like Nullsoft's Winamp or Ahead Software's Nero Burning ROM. Although these are very easy to use and adept at working with different types of media, the simple crossfading available in these players gives listeners that uncomfortable feeling as songs of different rhythms overlap, creating a subtle mental disturbance as they subconsciously try in vain to hold onto a beat.



At the high end of the spectrum, there are professional-level mixing tools, aimed at working DJs with years of experience. Using these requires a very experienced "ear" to beat mix properly, however, and the complex interfaces take some dedication to master.

Mix CD Producer combines the best of both of these product categories for those new to music mixing. As easy to use as a media player, the automatic beatmixing in Mix CD Producer goes far beyond crossfading to ensure that the flow from one song into the next is maintained in perfect sync.

## Features in Mix CD Producer

### SELECT YOUR MUSIC

- **Drag and drop** music files from Windows Explorer
- **Display and sort files** by Title, BPM, Filename, Artist, Album, Time, Year, or Genre
- **Synchronize your music catalogue** with hard drive directories
- **Calculate BPM accurately** using sophisticated beat detection technology

### MIX TRACKS TOGETHER

- Use **automatic beat matching**, or apply **manual beat adjustments**
- Make fast track adjustments using '**snap to beat**' control
- View 4-beat measures or 32-beat phrases to **find edit points easily**
- Play any section or track **in reverse** with one click
- **Overlay samples** such as sound effects and beat loops
- **Adjust tempo** without changing pitch
- **Stretch the song** to fit without distortion
- **Tweak the treble and bass** as you mix
- Use **non-destructive editing** to keep original music files intact

### BURN YOUR MIX


- **Write** your mix directly to CD without additional software
- Easily create an **exact copy** of your mix, with no gaps between songs

## Product Tour



### How to Demo Mix CD Producer

Mix CD Producer comes with a few sample music files and a sample Playlist, so you can get started using the product's features right away.

When you start Mix CD Producer for the first time, you'll see a Welcome dialog box *as shown in Figure 1*. Choose "Yes, I'm new to Mix CD Producer" and click OK. This will load the sample playlist so you can start playing mixed music right away.

-  Listen to the sample playlist by clicking the Play From Beginning button at the top of the window.



- Watch the Timeline window at the bottom of the screen to see how the mix is being played. Note the progress of the green bar as it shows the current position in the mix.
-  Zoom in on the timeline and see exactly how the beats are being lined up between the songs. Do this using the Zoom In and Zoom Out buttons at the top of the window (or if you have a scrolling mouse, you can zoom in and out using the scroll wheel). The further you zoom in, the more detail appears in the Timeline. 

### **How to import your music into the Catalog**

The Catalog (in the upper-left part of the Mix CD Producer window) is where the program keeps a list of all the music files you've imported. The Catalog serves as the source of material for your Playlist.

Mix CD Producer comes complete with a selection of eJay mixes to get you started.

Use the Catalog to see all the songs you've added to Mix CD Producer. You can also play a preview of any file in the Catalog and review such details as the artist, song title, and length.

### **How to create your mix using the Playlist**

When you're ready to create your own mix, you drag songs from the Catalog and drop them into the Playlist (in the upper-right part of the window). Mix CD Producer plays the songs (or tracks) in the order they're listed.

Within the Playlist, you can change the order of tracks and sort the Playlist by key signature or tempo (the beats per minute, or "BPM").

### **How to work with your mix on the Timeline**

The Timeline (in the lower half of the Mix CD Producer window) is a visual representation of the music in your Playlist. Each horizontal row in the Timeline represents an individual track in your Playlist; it also shows you where the tracks overlap. The hills and valleys (or the music plot) correspond to changes in volume.

Unlike other song production tools, Mix CD Producer allows you to play and change the mix without interruption to the playback.

Using the Timeline, you can edit the music in a variety of ways:

- Easily adjust the order of the songs
- Link a variety of songs together
- Beat mix any and all songs in the timeline
- Adjust the tempo of the entire mix

Whenever you make these changes, Mix CD Producer visually displays the results. For example, when you change the tempo, the length of the associated song changes, as well.


### **How to listen to the mix**

Even if all you've done so far is dragged a few songs from the Catalog and dropped them onto your Playlist, Mix CD Producer has automatically overlapped the ending of each song



with the beginning of the next. So, go ahead and play your mix—it's going to sound good even before you've fiddled with all the bells and whistles!

To play the entire mix:

- Click the Play From Beginning button at the top of the window. 

### How to burn a CD

Mix CD Producer includes special drivers to transfer the audio to CD (a separate CD-burning program is not necessary). Building a CD consumes anywhere from a few hundred to 700MB of hard disk space for temporary files. However, Mix CD Producer automatically deletes these files when you have finished creating your CD.

To create a CD:

- Create your very best mix. Make sure that the total time is less than 74 or 80 minutes, depending on the size of your CD-R; otherwise it won't fit on the disk.
- Place a blank CD into the drive.
- From the File menu, choose Create CD-Recordable. Mix CD Producer reminds you to insert a disc and lets you know when it's ready to write.
- If you've created label markers to identify portions of your mix, and you want to split tracks there, click Split Into Tracks At Label Markers.
- Click 'Write' when you're ready to burn the CD.

### How to evaluate other functions

The steps outlined above should give you a good feel for Mix CD Producer, but the capabilities don't stop there. For information on other functions, including advanced beat mixing, tempo adjustments, reverse play, etc., please refer to the help file included with the product.

## System Requirements / File Format Support

### Minimum System Requirements

- Pentium II 400MHz CPU
- 128MB RAM
- Windows 98, ME, 2000, or XP
- Sound card

### Supported File Types

- Audio: MP3, WAV, WMA
- Playlists: MMP, M3U

### Pricing & Availability

Mix CD Producer will be available at major software retailers across the UK from 16<sup>th</sup> July 2004, priced £29.99. Alternatively you can buy from our website at [www.eJay.com](http://www.eJay.com)