

Hercules and The DJ Coach team up to challenge young DJs to make their own 15-minute mix in 7 days!



Rennes, September 29, 2020.

For nearly 20 years, Hercules has been driven by their desire to open up DJing to all by supporting fledgling DJs as they pursue their passion for mixing music. Their clear promise: **to offer an innovative solution that makes learning how to DJ easy and allows everyone to master the techniques** needed to add their own unique sound to a mix. Today, **Hercules is proud to announce their partnership with DJ HAPA, the founder of *The DJ Coach***, to enrich their program with two sets of 7-day courses: just 30 minutes a day to challenge their users to learn to DJ. The first is hosted within the Hercules DJ Academy and focuses on Hercules' proprietary DJUCED® mixing software, and the second lets users learn on Serato DJ Lite via *The DJ Coach* website.

DJ CONTROLLERS TO LEARN, RAISE PASSION, AND PERFORM

It all began in **2018**. Having firmly established themselves as **the line of DJ Controllers made for first-time DJs**, Hercules underwent a full brand refresh and launched a range of innovative controllers designed from the ground up for beginners to master the art of mixing. Hercules introduced the **BEATMATCH GUIDE function** (powered by their in-house DJ software DJUCED®) on their DJControl Inpulse 200, DJControl Inpulse 300, and most recently their DJControl Inpulse 500 controller, based on the idea that every DJ should start training their ears from Day 1, rather than relying exclusively on an automated Sync button. This unique Hercules feature uses light-up arrows around the tempo faders and jog wheels to help teach beginner DJs the precise moves needed. The feature played a major role in earning them a *CES Innovation Award* in 2019.

Serato has also adapted its software to map the Beatmatch Guide feature for the Hercules DJControl Inpulse 500. This is a first for the DJ software giant!

THE HERCULES DJ ACADEMY

Since 2018, DJUCED® has directly **hosted the Hercules DJ Academy tutorial videos that teach the fundamentals of DJing and help young DJs improve their skills.** The access is very easy and intuitive. In 2020, **Hercules enrich their program with the DJ Coach and offer a 7-day, 30-minutes-a-day** structure that make that first week of DJing a piece of cake! All videos are also available on Hercules.com and their Youtube channel. Also, the DJUCED® team has developed the unique Intelligent Music Assistant (IMA) making it easy for every DJ to choose the best next track to play in relation to what's playing live, whether they're just learning to beatmatch music, or performing live and want to maintain the crowd's energy level.

THE DJ COACH

It was a natural fit for **Hercules to enrich its educational content with the passionate DJ Hapa who founded *The DJ Coach*,** an online DJ education platform. DJ HAPA, based on the West Coast of the United States, has been a DJ for over twenty-five years. He's mixed with Michael Jackson, Earth Wind & Fire, Bruno Mars and Marshmello, among others, and has traveled all over the world. HAPA has legions of fans and a strong reputation, but that is not his ultimate goal. His dream: **to teach DJing to all music fans and "share the joy and satisfaction"** that he himself feels through his DJ sets. This collaboration with HAPA further cements **Hercules as the best choice for a line of learn-to-DJ controllers,** and allows them to support the next generation of young DJs as they first explore the art.

Seven complete training programs (about 20 videos each) have been created for the relevant controllers. They can be found here:

DJUCED training programs can be found right in the software or on the Hercules [YouTube channel](#).

DJCONTROL INPULSE 500



DJCONTROL INPULSE 300



DJCONTROL INPULSE 200





SERATO DJ LITE training programs can be found on www.thedjcoach.com/hercules (code: discover)

DJCONTROL IMPULSE 500



DJCONTROL STARLIGHT



Download the photos [here](#) before October 25, 2020 (download key: 4490).

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Guillemot Corporation is a designer and manufacturer of interactive entertainment hardware and accessories. The Group offers a diversified range of products under the Hercules and Thrustmaster brand names. Active in this market since 1984, the Guillemot Corporation Group is currently present in 12 countries (France, Germany, the UK, the United States, Canada, China, Belgium, the Netherlands, Hong Kong, Spain, Romania and Italy) and distributes its products in more than 85 countries worldwide. The Group's mission is to offer high-performance, ergonomic products which maximize the enjoyment of digital interactive entertainment for end users. Get more information at guillemot.com.

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