

DJCONTROL INPULSE 500 GOLD EDITION: A LIMITED-EDITION CONTROLLER WITH ITS OWN PREMIUM CARRYING CASE



Rennes, France, March 9, 2021 — Heralded as one of the best DJ controllers of 2020 by a wide variety of media outlets and YouTubers, Hercules is celebrating the success of its DJControl Inpulse 500 and is thrilled to be unveiling the DJControl Inpulse 500 GOLD EDITION: an exclusive boxed set, sold as a limited edition. This stunning new controller is a rare breed, with just 1,000 numbered units of the DJControl Inpulse 500 Gold Edition available worldwide, making each one a unique collector's edition. This limited edition really stands out by way of a gold-colored metal backing plate for the mixer in the center, eye-catching gold markings all over the controller, inclusion of a Serato DJ Pro license key, and a stylish carrying case.

2020 has proven to be a real turning point: more than ever, music has brought people together, forged ties between individuals and communities, generated powerful emotions and given us strength. Music is the universal language that has inspired artists to reinvent themselves in this new context — creating cutting-edge, extremely engaging content on online sharing platforms. With the soaring popularity of home DJing that Hercules has witnessed, people have been discovering a real passion for mixing, with many even making the leap to performing for the first time for a virtual — but still very real and engaged — audience. Full of imagination and creativity, music fans have really stepped up and helped breathe new life into 2020! The “play at home” concept has truly taken off: amazing DJs have emerged online!

The limited-edition DJControl Inpulse 500 Gold Edition is a natural fit for this new generation of DJs — for whom being part of a community is so important, and who love to share emotions. Hercules has always placed a great deal of importance on nurturing these budding DJs, and helping to open up exciting new paths to be explored beyond the walls of their bedroom studios.

“Putting out this limited edition is also a way for us to sincerely thank our faithful and valued users,” explains Agnès Cornière, Worldwide Marketing Vice-President at Hercules. “It’s extremely gratifying to see people who started out DJing with Hercules, who have evolved and developed a real passion for mixing. It’s the greatest source of pride for us to see them grow, flourish and expand their horizons — creating incredible works and trying out visionary new approaches.”



The packaging itself highlights the controller’s personality: a dazzling mix of bold, trendy and traditional elements. DJControl Inpulse 500 Gold Edition will be available for preorder from March 9, 2021 and on sale from April 8, 2021, at a suggested retail price of €399.99 / £379.99 / US\$449.99.

DJControl Inpulse 500 Gold Edition will be available in North America, Europe, the Middle East and New Zealand.

For more information regarding the entire Hercules range of DJ controllers, please visit www.hercules.com.



Download the product photos [here](#) before April 4, 2021 (download key: **0502**).

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ABOUT HERCULES

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 11 countries (France, Germany, Spain, the UK, the United States, Canada, the Netherlands, Italy, Belgium, China [Hong Kong] and Romania) and distributes its products in more than 140 countries worldwide. The Group's mission is to offer high-performance, ergonomic products which maximize the enjoyment of digital interactive entertainment for end users. Please visit www.guillemot.com for more information.

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ABOUT SERATO

Serato produces the most creative music software on the planet by being authentic, inclusive and inspiring. We do this because we believe in giving people the ability to express themselves and move others through the power of music.

Our journey started in 1999 with the launch of Pitch 'n Time, which to this day remains the world's foremost studio plugin for time-stretching and pitch-shifting technology. On the strength of Pitch 'n Time, we moved into the DJ industry, changing the game with the release of Serato Scratch Live, and later Serato DJ Pro and Serato DJ Lite.

We have also recently returned to the diverse world of music production with the release of Serato Sample, a high-quality sampling plugin for producers. Most recently, we launched Serato Studio - a fully-fledged, intuitive beat making application.