



The AXIS 8 recently won an INNOVATIONS award for 2002. This prestigious award recognizes the AXIS 8 with excellence in both design and engineering. Innovations awards are judged by a panel of prominent industry experts. The Industrial Designers Society of America (IDSA) endorsed and acted as advisors to the Design & Engineering Showcase. Product evaluations are based on weighted criteria: value to user, aesthetics, contributions to the quality of life as well as the product's innovative qualities.

Recently the AXIS 8 was also featured on CNN live as one of the top new Music and Technology products of 2002 at the Consumer Electronics Show (CES).

The AXIS 8's Fusion Design Language has certainly brought attention to this modern look in DJ equipment. The Fusion Series' goal is to allow the user to focus on the art of mixing music. For the first time ever the equipment has been designed to be a natural extension of the hand, we are now offering DJs the type of quality and feel they have been missing until now. The Fusion Series has removed all superficial elements, leaving no wasted potential movements by the hands of the DJ. For instance a bump design has been created in which each button on the Fusion Series CD player and mixer is curved, making it instinctive where the user's fingers go to mix the music. The Fusion Series offers enhanced tactile and visual interfaces for use in darkened environments. Each knob was designed to provide a rich feel one expects from any state-of-the-art product. The main goal in designing the Fusion Series was to develop a superior experience where mixing is not only fun, but also easy to do.

The Engineering in the AXIS 8 easily sets itself apart for other alternatives in the marketplace. This unit we believe to be the first and only unit provided with MIDI ports for input and output. This means you can synchronize external devices such as drum machines or computers to songs that you play in the AXIS 8. You can also hook up MIDI keyboards to the unit and instantly change keys and effects or hook up a MIDI turntable for cue and scratch control. With this new technology the AXIS 8 is not only an ideal tool for the DJ to perform on but also now makes it truly a musical instrument.

Features also included are:

- **Scratching:** it really sounds like a vinyl record. Though we fully believe that nothing can replace the skills or excitement of the turntablist, we also know this feature is tremendous fun to use on CD and will change the way approach those little shiny discs. 2 scratch modes are offered for maximum possibilities.
- **Triple Anti-Shock memory:** Improves our patented Anti-Shock technology, not only in programming, but also with the use of 2X speed CD mechanisms for faster loads and mechanical vibration protection. Add to that 48 seconds of buffer memory, and the unit really is shock proof.
- **The Beatkeeper III:** Improves our patented Beatkeeper technology for even



faster and more accurate readouts through the buffer memory. The primary use of this technology is an essential tool of many effects in the unit itself. Our goal is to enhance the DJ's skills. Remember you are not just a DJ but a musician as well.

- **200% pitch control:** Why not? This gives you + or - 100% control over your music. Exploit your creativity!
- **Key Lock:** Similar yet different from "master tempo". With "master tempo" the pitch only locks at 0%. So often a DJ is in the middle of a pitched mix and determines they need to make rapid and drastic changes in speed to bring in a record or change the mood. With KEY LOCK you can lock on right in at your current position, no returning to 0%. On top of that we took it one step further. Because we developed our own technology for this feature our KEY LOCK can go + or - 100%. Why not?
- **MIDI IN and OUT:** With MIDI the AXIS 8 is taken to a whole new level of performance. MIDI OUT can be used to synchronize drum machines or computers to the unit. With MIDI IN and a MIDI keyboard you can actually manipulate your songs on the fly creating entirely new mixes. Key changes, effects, and cue point are all changed instantly upon activating the keys. (available through online download)
- **End of Track Dead Space Elimination:** So often a DJ will play a CD continuously for the cocktail or dinner hour. This feature eliminates the inconsistent space often found between tracks and keeps the music going.
- **Effects:** We took the liberty of adding some effects never before seen in a CD Player. Because we do the effects from a real time buffer, the effects are far more impressive than if provided from an external effects processor. Beat synchronized echo, pan and chop are perfectly aligned. The echo can actually be set to play before the music. Standard filter effects such as PHAZE, SONAR, ARTIFICIAL-DISEMINATION, SLIDE, ISO, and KILL are also included. We also added BLEEP to get rid of those dirty lyrics on the fly and true REVERSE with no time limits.
- **Adjustable Brake and Startup Speed:** to allow you to adjust the speed of "PAUSE" (braking) or "PLAY" (startup)
- **Flash Updateable:** As new features are added to your unit you will be able to easily upgrade your unit via update CD. This open ended architecture makes the AXIS 8 never obsolete. By downloading the update file and burning to a CD you can add improved functionality to your unit making it continually the most advanced CD player on the market. Recently we activated the MIDI ports and added the ability to activate your effects simultaneously. All of these features are defined by DJs like yourself. If there is a feature you want and don't see it on the unit, ask for it. At NUMARK we are taking DJ requests.