

SOUND . LIGHTING . VIDEO . MUSIC . PERFORMING

# Mobile Beat

THE MOBILE ENTERTAINER'S MAGAZINE

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## THE PROM

PARTY MUSIC & BEYOND:  
HOW TO CREATE LIFELONG CLIENTS

## MBLV.06

MARKING A MOBILE MILESTONE

## SPECIAL

## BUSINESS SECTION

CHOOSING THE BEST: PHONE,  
INSURANCE, SECURITY & MORE

## THE DIY DJ TREND

WHAT'S THE REAL COST?

## BRICK HOUSE

DREAM LOCATION BRINGS  
THE BRIDES TO THE DJ

## GOT SKILZ? (WE DO)

TURNTABLIST EXTENDS  
HIS MUSICAL REACH

## REVIEWED

AUDIO INNOVATE:  
AEM-100 MIXER  
SENNHEISER:  
freePORT WIRELESS

\$4.95 US \$6.50 CAN



## CELLULAR INTERACTIONS

Applying its expertise in video display technology to cellular communications, Pangolin has introduced **Interactive Messaging Unlimited (IMU)**, PC software that allows text or picture messages from cell phones, Blackberries and other wireless devices to be displayed immediately on video screens, including projection video and laser systems. Creating extreme possibilities for electronically interactive entertainment, IMU software turns a personal computer into a message control center featuring simple tools for rapidly selecting and displaying messages and for showing them simultaneously with static and animated images, streaming video, and live broadcasts.

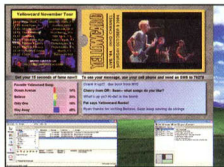
"IMU adds an exciting new dimension to all kinds of meetings, events, and parties as well as to television," said William Benner, Pangolin president and co-founder. "It enables a level of audience interaction and involvement that wasn't possible before." Benner said cellular "texting," already widely popular in Europe and Asia, is growing rapidly in North America with applications such as voting for reality show contestants.

Utilizing the texting (or SMS) technology embedded in most cell phones, Pangolin IMU makes it possible for audiences or guests at events to communicate or interact with the entire group, a DJ, with a featured performer, or others. The system's built-in voting capability, including the ability to display and chart voting results in real-time, makes it easy to involve audiences (live or remote) in contests, reality judging, surveys, polls, and other interactive participation.

Pangolin software is designed to appear and operate like popular e-mail applications, though it offers special features, like tools for quickly creating professional-looking video backgrounds on which the various video, SMS chat, SMS voting and other elements appear. It also permits message content to be automatically or manually screened prior to being shown publicly. A system operator can determine when and whether messages are shown, their order of appearance, and their duration on screen.

In addition to receiving messages, IMU can send private text messages to a group or individual and use caller ID to store phone numbers (or emails) of devices sending in messages for display. Such features allow operators to build "opt-in" phone lists for one-to-one marketing programs, promotions, and other uses.

The



Pangolin IMU package includes a portable, rugged wireless modem which is necessary for receiving text messages. A USB cable for connecting the modem to a computer is also provided. The IMU application, including modem, can be installed and run on a laptop computer without external power. Two versions are available: Basic, designed for use at meetings, events, and clubs, carries a retail price of \$995; IMU Pro, with special features for professional, high volume applications (such as broadcast and cable TV chat channels) costs \$2,395. Additional information can be obtained by visiting [www.pangolinsms.com](http://www.pangolinsms.com) or by contacting Pangolin at 407-299-2088.

## UNIVERSAL CONTROL

The unique design of Allen & Heath's Xone:3D Universal DJ Controller combines a high performance DJ mixer, a top-spec, multichannel USB sound card, and a comprehensive MIDI control surface—offering a performance workstation that integrates all the tools of the modern DJ.

The mixer section is derived from the Xone:92 and Xone:62 designs,

featuring 4 multi-input stereo channels, 3-band total kill EQ, a comprehensive cue system, 2 stereo returns, headphone monitor with mix/cue control, and high-quality dual-rail faders. 3D contains Xone trademark VCF filters, which offer low-pass, band-pass, and high-pass selection; resonance and frequency filter; plus there is an assignable LFO with depth control. The master section has two effects sends with pre/post fader selection, and there is a VCA crossfader.

The USB sound card has 8 channels, arranged in stereo pairs, which can operate in 2 modes: 6 channels from a PC and 2 returns, or 4 channels from a PC and 4 returns. Using individual 24-bit stereo converters with sampling rates of 48kHz, the card's design guarantees the best possible sound quality from laptops and PCs. The sound card can be fed from the main mix, FX1, or direct from the channels, and features SPDIF optical and coaxial interfaces. Also, the USB connection sends and receives both audio and MIDI data to and from the PC, and can be used to update firmware and set mixer configuration data.

There are dedicated MIDI control sections on either side of the mixer, with a total of 8 dedicated control faders, 16 rotary controls with center detent, 10 encoders, 50 switches, and two custom jog wheels with micro-switches, which can be mapped as navigation controls for DJ software such as Ableton Live and Traktor. Xone:3D can send a total of 105 different MIDI control messages from the dedicated control sections, audio channel faders and crossfader, to the 3D's MIDI out socket and via the USB interface to the PC.

An automatic beat detector synchronizes the MIDI clock to the main mix, the FX2 mix buss, or can be disabled to allow the beat to be manually tapped-in. The 3D also has connections for a footswitch controller and a game port socket for a standard analogue joystick that can also be used as a second MIDI output.

For further details see [www.allen-heath.com](http://www.allen-heath.com) or [www.americanmusiciansandsound.com](http://www.americanmusiciansandsound.com).

