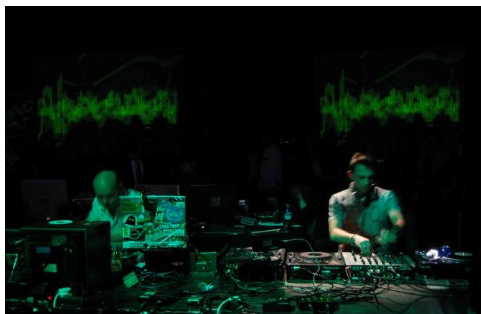


PRESS RELEASE

NUMBER 1 VJs UNVEIL WORLD'S FIRST VISUAL SYNTHESISER

Addictive TV, voted number one VJs in the World 2004 by the UK's DJ Magazine, yesterday performed live at Frankfurt's Cocoon club using the Edirol CG-8, the World's first visual synthesiser from Roland. Roland, the audio hardware specialists who brought the music world the now classic TR 808 drum machine and Juno 6 audio synthesiser, move into the fast developing visuals world with what can only be described as a revolutionary product for VJs.

Made by their Edirol subsidiary, and coming hot on the heels of the Pioneer's DVJ-X1 DVD turntables, but offering a completely different way of playing visuals live, the CG8 offers hundreds of easy to manipulate real time effects, sound reactivity and the ability to customise your own projects with your own bespoke images.



ADDICTIVE TV LIVE IN FRANKFURT

The Addictive TV guys showed off their live mixing skills using a CG-8 loaded with visuals they had specially created for the machine. They showed just how flexible a live performance tool the until now secret product is. Addictive TV's Graham Daniels said *"for artists like us it adds a whole new dimension to our performances. Mainly we use DVD decks and a laptop live, playing a mixture of prepared graphics and audiovisual content from our own DVD label"*.

Having set-up a VJ focused DVD label back in 1999 has enabled Addictive TV to follow the growth of the VJ sector and be instrumental in its development, Graham continues, *"We see new products like the CG-8 as important indicators of growth and interest in our field from major companies; it seems like everyone is looking for a way to have music AND visuals together these days."*

DJ from Addictive TV Citizen Smith explains *"Basically it's a lot like using an audio synth, but with pictures. You load in banks of your own stills and then manipulate them with all the real-time processing, simply saving the result when you're happy so you can fire them off at the touch of a button, or you can work with the CG-8's presets of abstract visuals and again alter them in real-time. It's pretty versatile, there's loads of sound-reactive ability, there are different algorithmic patterns to play with, there's a touch pad to which you can assign movement through multiple axis and even a D-Beam movement sensor so you can control the output simply by waving your hand near the machine! You can use this synth for both performance and some production tasks, making the business of creating visuals easier and much much faster - so it's got to be a good thing."*

The dramatic real-time abilities of the CG8 visual synth enable any VJ lucky enough to possess one of these rare beasts the ability to make all kind of interesting manipulations of potentially late arriving material, such as sponsors logos and other locally acquired or event specific stills, for inclusion in their performances within a short time of having been given the image, without having to resort to mid-gig After Effects or 3D software sessions.

