



HERCULES PRESENTATION ROAD TO 2023



HERCULES DJ CONTROLLERS RANGE

\$109.99
€99.99
£89.99

US\$ 129.99
€119.99
£109.99

US\$ 199.99
€219.99
£199.99

US\$ 299.99
€299.99
£279.99

NEW – APRIL 2023
\$699.99 / €699.99 / £649.99

US\$ 99.99
€79.99
£69.99



DJControl Mix



DJControl Inpulse 200

DJUCED



DJControl Inpulse 300

DJUCED



DJControl Inpulse 500

DJUCED
serato DJ Lite



DJControl Inpulse T7

DJUCED
serato DJ Lite



DJControl Starlight

serato DJ Lite

NEW
\$199.99 / €199.99 / £179.99



DJControl Inpulse 200 MK2

DJUCED
serato DJ Lite

NEW
\$199.99 / €199.99 / £179.99



DJControl Inpulse 300 MK2

DJUCED
serato DJ Lite

LIMITED EDITION
US\$ 449.99 / €399.99 / £379.99



DJUCED
serato DJ Pro



NEW – Q4 2023
\$799.99 / €799.99 / £749.99



DJControl Inpulse T7 Premium Edition

DJUCED
serato DJ Lite



Hercules

EXCLUSIVE EDITION
\$109.99 / €99.99 / £89.99



djay

A black and white photograph of a DJ performing at a desk. The DJ's hands are visible, one on a Pioneer DJ controller and the other on a laptop. The laptop screen displays a DJ software interface. There are two Hercules speakers on the desk, one on the left and one on the right. The background is slightly blurred, showing a person in a striped shirt. A red horizontal band is overlaid across the middle of the image, containing the text "Our Objectives".

Our Objectives

CONFIDENTIAL INFORMATION

1

STRENGTHEN OUR RANGE – *Attract new aspiring DJs*

2

UPSCALE OUR RANGE – *Accompany advanced-beginner DJs*

A black and white photograph of a DJ performing at a desk. The DJ's hands are visible, one on a Pioneer DJ mixer and the other on a laptop. The laptop screen displays a DJ software interface. Two Hercules speakers are positioned on either side of the laptop. A red horizontal band is overlaid across the middle of the image, containing the text 'ATTRACT NEW ASPIRING DJs'.

ATTRACT NEW ASPIRING DJs

CONFIDENTIAL INFORMATION

THE IMPULSE **MK2** RANGE

serato

DJC I200 & I300 users long for Serato compatibility



- *“Trying to use the Inpulse 200 in Serato”*
- *“I cannot get it detected in Serato.”*
- *“Serato DJ Pro doesn't seem to work with my Inpulse 300 controller.”*

DJUCED[®]

Djuced completes Serato in DJC I500



- *“I've found Djuced more intuitive than Serato”*
- *“You either need to pay for Pro or use Djuced.”*
- *“The Djuced software does everything I need»*

OBJECTIVES

1

**Increase DJControl
Impulse range sales**

2

**Strengthen the brand
awareness**

3

Stay competitive

4

**Standardize our
Hardware + Software**

5

**Extend uses for
beginners DJs**



CONFIDENTIAL INFORMATION

DJCONTROL IMPULSE 300 MK2

Replaces DJControl Impulse 300 (Mk1)

💰 SRP

US\$/€ 199

📅 Release date

January 31, 2023



DJUCED®



serato DJ Lite

DJCONTROL IMPULSE 200 MK2

Replaces DJControl Impulse 200 (MkI)

💰 SRP

US\$129 / 119€

📅 Release date

June 20, 2023



DJUCED®



 serato DJ Lite



DJLEARNING KIT MK2

DJControl Inpulse 200 MK2
+ Headphones HDP DJ45
+ Speakers DJMonitor 32

DJUCED®



 **serato** DJ Lite

- SRP: €219 / \$239
- Release: September 2023



A black and white photograph of a DJ performing at a desk. The DJ's hands are visible, one on a turntable and the other on a laptop. The desk is equipped with a turntable, a laptop, and two speakers. A red semi-transparent banner is overlaid across the middle of the image, containing the text "ACCOMPANY ADVANCED-BEGINNER DJs".

ACCOMPANY ADVANCED-BEGINNER DJs

CONFIDENTIAL INFORMATION

More & More beginner DJs & Easier tools to start Djing

1. Hercules (2018): DJC Inpulse's beatmatch guide help beatmatching
2. Serato (2018): New tools made for beginners with Serato Lite
3. Streaming services in DJ apps: easy access to music content
4. Pioneer DJ (2019): Launch of DDJ-200
5. Growth of beginners DJ controllers sales for Hercules and Pioneer



Many beginners are ready for next level!

A worldwide study conducted in partnership with Serato

serato X **Hercules**

A close collaboration

From the user interviews to the concept definition

CONFIDENTIAL INFORMATION

OUR PERSONAS

THE EDM DJ



MÉLINA

- 🎧 French, Student in social media, 24 y.o.
- 🎧 Owns a DJC Inpulse 500
- 🎧 Loves gaming, EDM and disco-funk

« I was told genuine DJs mix on vinyl, I find it stylish and I want to learn. »

THE HIP-HOP DJ



JOSH

- 🎧 American, 25 y.o.
- 🎧 Loves rap, hip-hop & break-dance
- 🎧 Performs on DDJ-SB3 for his friends

« DJing on discs looks cool, I want to try and have fun!»

CONFIDENTIAL INFORMATION

The appeal of Vinyl

Djing on vinyl discs seen as a big achievement for DJs

*“I would **dream** of mixing on turntables”*

*“**I would love learning** how to mix on Vinyl!”*

*“Vinyl : **THE must-have**, top-credibility!”*

*“It’s what the **good DJs** use”*

*“Mixing on Vinyl's makes Djing nice to look at and is **more challenging, and rewarding**”*

*“I am interested in vinyl **to mix by ear** with no screen and no help”*

SCARY and DIFFICULT

*“It seems **too difficult!**”*

*“I tried once mixing on vinyl : I was lost but I **need to learn!**”*

*“Mixing on Vinyl looks so cool but so much **challenging** as well!”*

*“Vinyl mix is a bit **scary**”*

EXPENSIVE

*“I would buy a full TT + mixer set if I had **money !**”*

*“I would **dream** of it if I had enough money!”*

NOT PORTABLE

*“Turntables are **too heavy** to carry ! ”*

*“The issue is the **weight** of your vinyl discs”*

*“Installation is a real **nightmare!**”*

CONFIDENTIAL INFORMATION

OUR TARGET

DJs ON THE WAY TO VINYL

- They have learnt on DJ controller
- They want to learn vinyl DJing, but vinyl DJing is still a long way



DJCONTROL IMPULSE T7



CONFIDENTIAL INFORMATION

THE **BEST** WAY TO
MASTER **VINYL**

1 Vinyl Feeling

To DJ as on vinyl

2 Intuitive

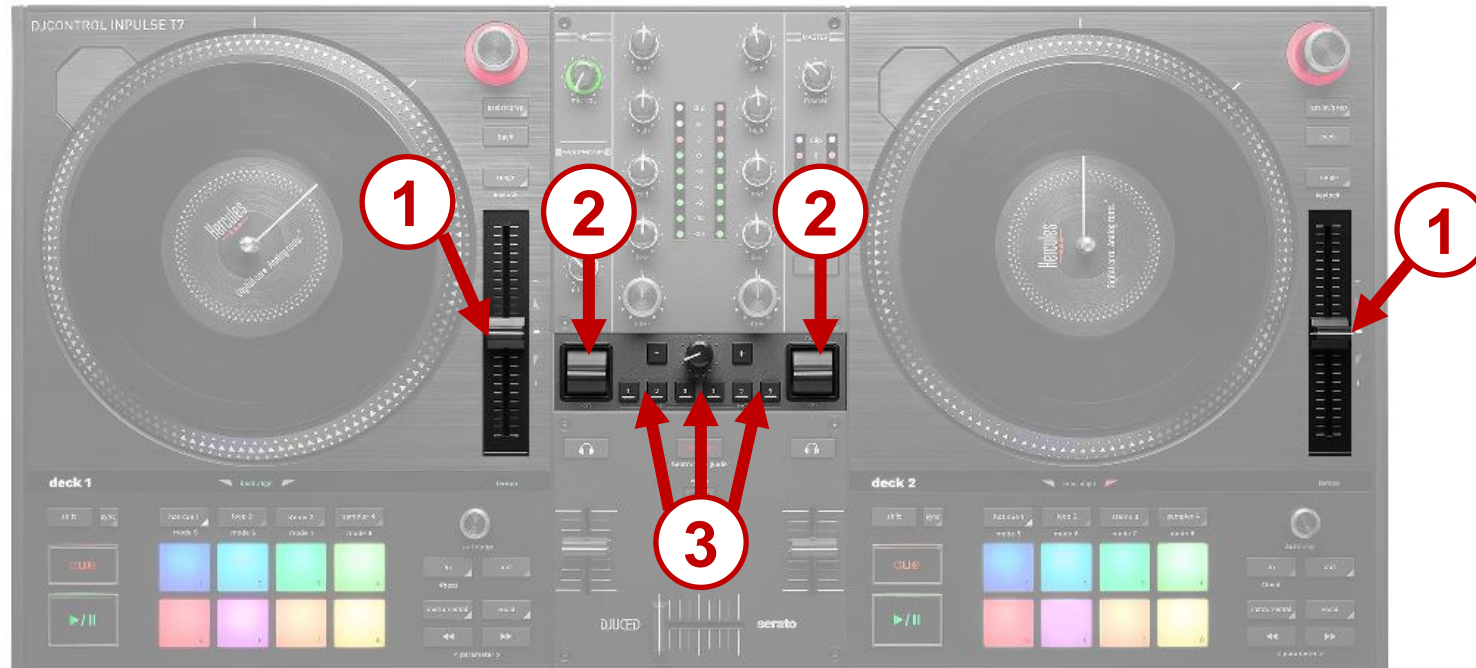
For controller
owners

3 Affordable

DJCONTROL IMPULSE T7 FEATURES

NEW CONTROLS (first in Hercules DJ)

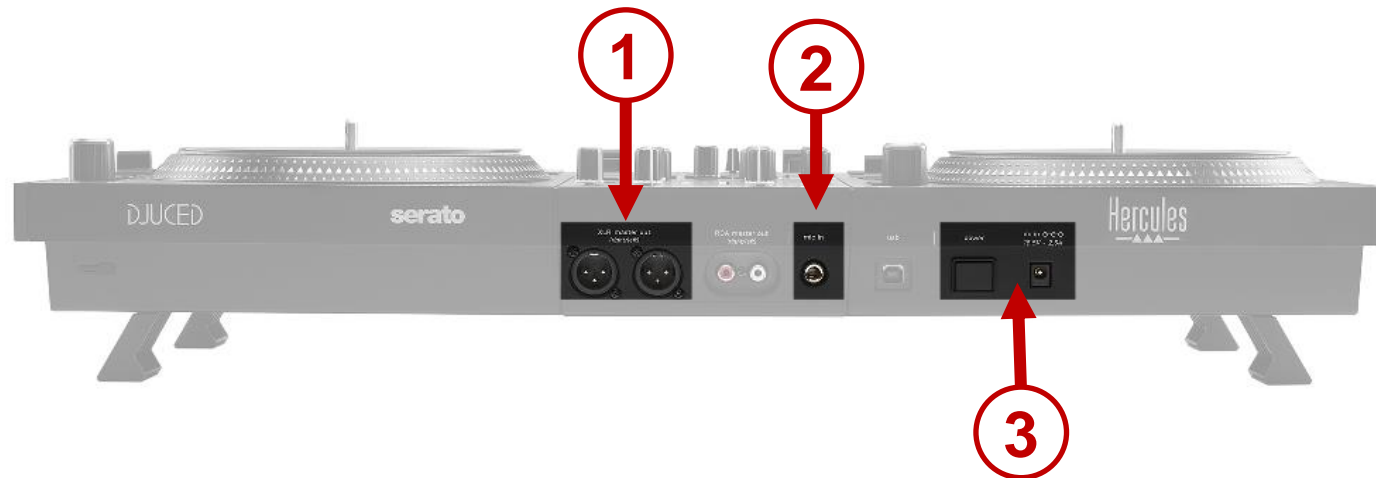
1. 10cm tempo faders
 - As on DJ turntables = same gestures
2. Paddle FX
 - Enable/disable the FX in a snap
3. FX keys + knob on the mixer
 - As on turntables where FX are located in the mixer



DJCONTROL IMPULSE T7 FEATURES

AUDIO RELATED FEATURES

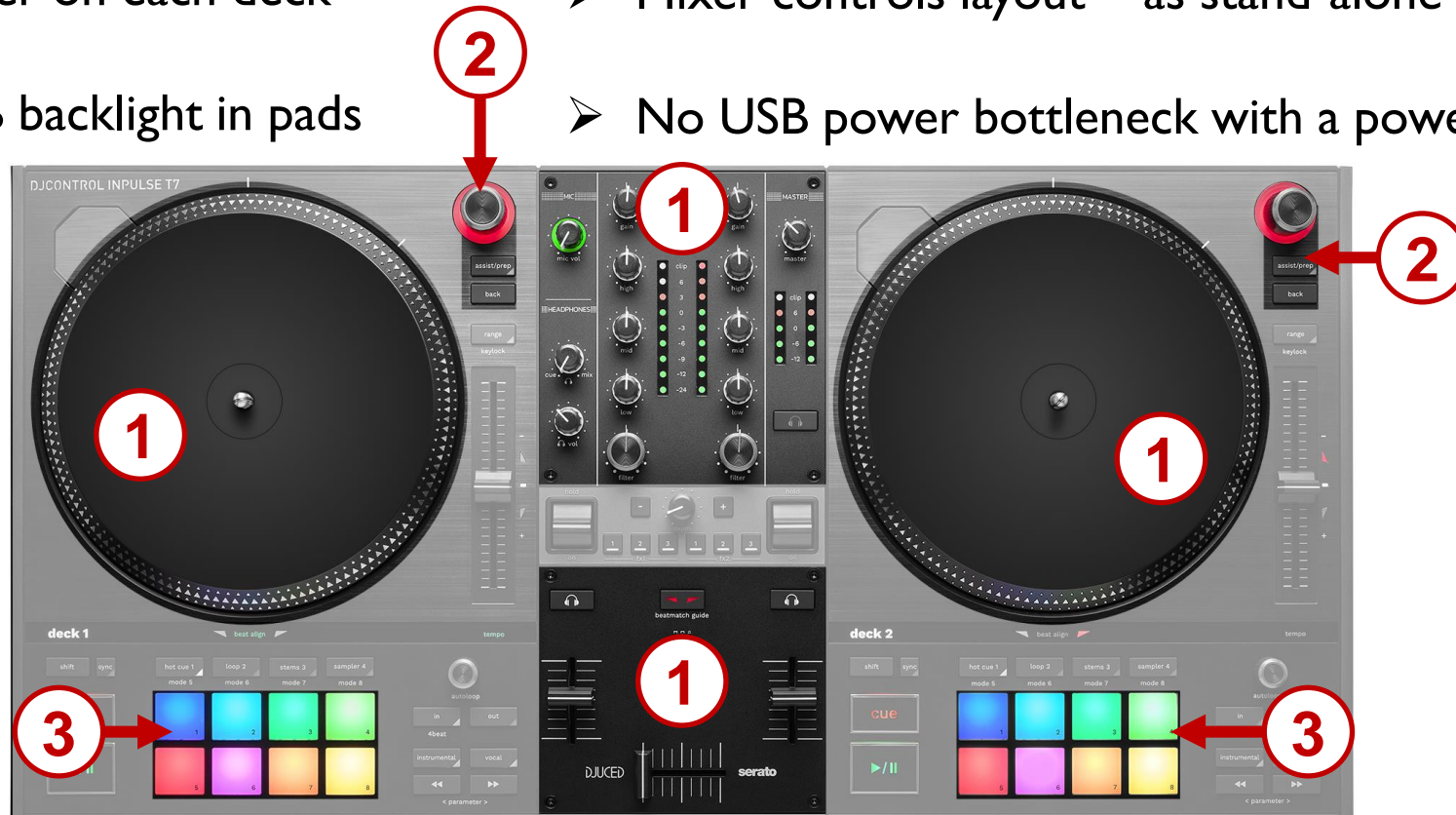
1. XLR balanced outputs
 - Powerful audio output for public address speakers
2. Balanced microphone TRS input
 - Best audio quality for balanced microphones
3. Independent power supply
 - USB bus power variations cannot disturb the audio



DJCONTROL IMPULSE T7 FEATURES

OTHER SPECIFIC FEATURES

1. Metal mixer plates & wheels
 - As on most I mixer + 2 turntables DJ set
2. One browser on each deck
 - Mixer controls layout = as stand-alone mixer layout
3. Strong RGB backlight in pads
 - No USB power bottleneck with a power adapter



DJCONTROL IMPULSE T7 FEATURES

HERCULES TOUCH

1. Beatmatch guides + Assistant
 - As all DJControl Impulse controllers
2. Retractable feet
 - As DJControl Impulse 500
3. Djuced + Serato: 2 DJ apps
 - As DJControl Impulse 300 MK2 and 500





SCHEDULE :

- Announcement April 13, 2023
- In-store July 31, 2023

COUNTRIES : Europe / UK / USA-Canada / Japan / Mexico / Brazil / China

SRP : €/US\$ 699

SOFTWARE :  **serato** DJ Lite  **DJUCED**

DJCONTROL IMPULSE T7 LAUNCH PLAN

APRIL			MAY				JUNE					JULY			
W15	W16	W17	W18	W19	W20	W21	W22	W23	W24	W25	W26	W27	W28	W29	W30
Sales Content			Online Content available				Marketing Sample available								
Launch			MARCOM LAUNCH April 13				PRE ORDER PERIOD June 21					COMMERCIAL AVAILABILITY July 31			
Marketing Activation			NAMM SHOW Press Release Social Media Posts				PROLIGHT + SOUND					TWITCH LAUNCH Press & Media coverage Social Media Posts			

**TURN
IT UP**

DJCONTROL IMPULSE T7 PREMIUM EDITION

DJCONTROL IMPULSE T7

PREMIUM EDITION

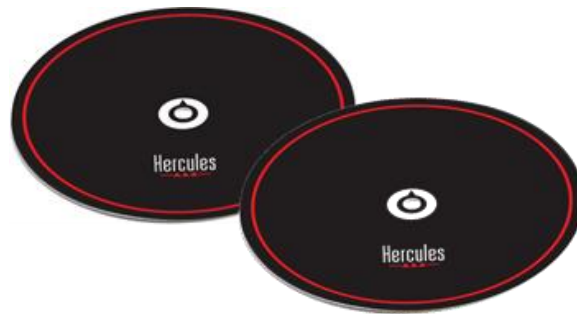
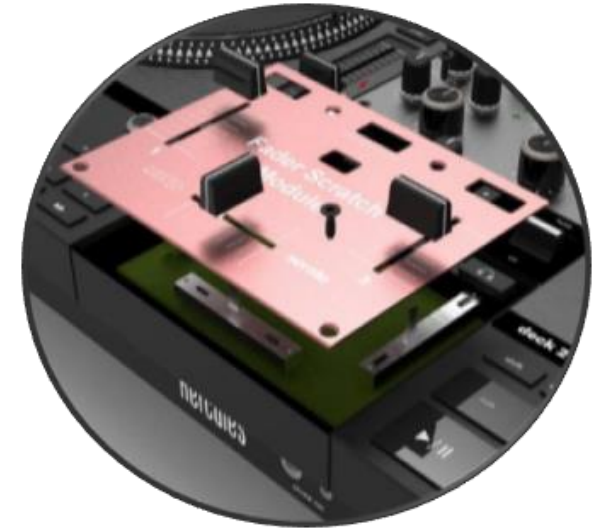
Enhanced, Premium edition

For demanding DJs and scratch performers

DJCONTROL IMPULSE T7 PREMIUM EDITION

PREMIUM EDITION

- Unique design
- Premium Faders Module
- 2 additional slipmats (more slippy)
- Transport bag



DJCONTROL IMPULSE T7 PREMIUM EDITION

DJCONTROL IMPULSE T7

PREMIUM EDITION



Key features :

Unique design
Enhanced performance
Transport bag

Timing :

Q4 2023

Pricing :

€799 / \$799

HERCULES DJ CONTROLLERS POSITIONING

DJControl Mix



ENJOY

*The controller to have **fun** anytime anywhere*

DJControl Inpulse 200 MK2



LEARN

*The compact size controller to **learn** the basics*

DJControl Inpulse 300 MK2



PROGRESS

*The DJ controller to **progress** with full features*

DJControl Inpulse 500



PERFORM

The Premium DJ controller to perform

DJControl Inpulse T7



IMPRESS

The DJ controller for DJ moving to vinyl

DJControl Starlight



EXTEND

The Ultra additional DJ controller for serato



HERCULES ROADMAP 2023

2023

Q1

Q2

Q3

Q4

HERCULES DJ

DJUCED serato €799 / \$799

DJControl Inpulse T7 – PREMIUM EDITION **NEW**

DJUCED serato €699 / \$699

DJControl Inpulse T7 **NEW**

DJUCED serato \$379

DJControl Inpulse 500 red ed. **NEW**

DJUCED serato €299/\$299

DJControl Inpulse 500

PC MAC

DJUCED €219/\$239

DJLearning Kit

DJUCED serato 219€

DJLearning Kit MK2 **NEW**

DJUCED serato €199/\$199

DJControl Inpulse 300 MK2 **NEW**

serato €179

DJStarter Kit

DJUCED €119/\$129

DJControl Inpulse 200

DJUCED serato 119€/\$129

DJControl Inpulse 200 MK2 **NEW**

serato €79/\$99

DJControl Starlight

djay €99/\$109

DJControl Mix

djay €99/\$109

DJControl Mix Blue edition **NEW**

djay €99/\$109

DJControl Mix Orange edition **NEW**

MOBILE

LIMITED EDITION SKU

REPLACED SKU

NEW SKU

CURRENT SKU



IT'S YOUR TURN