

## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

**BASSBOSS to Bring Earth-Shaking Energy to DJX 2025 with Demos, Performances, and MK3 Lineup**

**Atlantic City, NJ, August 1, 2025 —** [**BASSBOSS**](https://www.bassboss.com/) **will return to DJX 2025 with a powerful presence on the show floor, featuring its full-force MK3 loudspeaker lineup alongside ladies night DJ events, guest DJ sets, and performances from winners of the UPnXtDJ Competition. Taking place August 11–14 at Atlantic City’s Hard Rock Hotel & Casino, DJX attendees can experience BASSBOSS in two locations: booth #401 and the “Demolition Room” in Immokalee Studio B. Across both spaces, visitors are invited to explore the brand’s renowned approach to sound — precision low-end, extreme clarity, and high-impact output designed for DJs who move rooms.**

Now in its 35th year, DJX is the largest, longest-running DJ trade show in the Americas, bringing together over 5,000 attendees for four days of gear showcases, artist performances, workshops, and late-night events. This year’s theme, “COME TOGETHER,” celebrates the past, present, and future of DJ culture, with a focus on innovation, collaboration, and community on a global scale. The show unites brands, venues, creators, and tastemakers shaping the next generation of music and entertainment.

BASSBOSS fits squarely into that vision. With a 26-year legacy rooted in the transformative power of bass, the company builds rugged, high-fidelity loudspeakers for those who move crowds and push sonic boundaries. In their DJX Demolition Room, BASSBOSS will showcase its MK3 series — including the recently released Krakatoa Quintuple 18” Point Source Full Range, as well as the thunderous MAKARA and KRAKEN subwoofers, which will be demonstrated at DJX for the first time.

Designed for professionals who demand exceptional fidelity and impact, every BASSBOSS system features integrated amplification, cabinet design, and DSP for a plug-and-play experience that shakes rooms — and expectations. DJX attendees will get hands-on with the latest gear, meet product specialists, and hear firsthand why BASSBOSS has become a go-to for DJs, venue owners, and audio pros alike.

**SelectHER: celebrating women in DJ culture**BASSBOSS will host SelectHER  *—* a special evening DJ event spotlighting emerging female talent and celebrating women in music.Presented with DJX Show, DJ Aye West, and The MixHer — Miami’s premier networking series for female DJs — the event will take place just outside the BASSBOSS sound room in the Demo Room (Immokalee Studio B) on **Monday, August 11, from 8:00–10:00 p.m.**

**Empowering the DJs of tomorrow**Deeply embedded in DJ culture and committed to supporting future generations, BASSBOSS returns to DJX as a proud partner of the #UPnXtDJ Competition, part of the show’s [nXt initiative](https://www.djxshow.com/aboutnxt) — a program dedicated to developing the next generation of DJs through education and live performance. As part of this initiative, the top 10 contest winners will perform live at the BASSBOSS booth, showcasing their talent on the same high-performance systems trusted by professionals at every level of the industry.

For performance and demo times, please see the schedule below.

**BASSBOSS Demo Room** - Immokalee Studio B
Demo Schedule (Demos = one hour, Demo Room DJ Features = 30 minutes)

**Tuesday 8-12-25**

Demos:
11 am, 1 pm, 3 pm, and 5 pm

**Featured Performances**

2:00 pm: DJ Xzotic D

2:30 pm: Kung Fu DJ

4:00 pm: Caiganle a la Pachanga: Reggaetón | Cumbias | Norteñas | Y Más The music you love, with the bass it deserves.

8:00 pm - 10:00 pm DJX Show and BASSBOSS Presents: *SelectHER*

Featuring: DJ Aye West • DJ Stardust • Carnival Cruise Line DJs

*Powered by: The MixHer • Spring Fling RMX*

**Wednesday 8-13-25**

Demos:

11 am, 1 pm, 3 pm, and 5 pm

**Featured Performances**

12:30 pm: DJ Reddz

2:30 pm: DJ Freddie Sanchez

4:00 pm: Caiganle a la Pachanga: Reggaetón | Cumbias | Norteñas | Y Más The music you love, with the bass it deserves.

**Thursday 8-14-25**

Demos:

11 am and 1 pm

Featured DJ Performance

2:00 pm: DJ Ema\*

**BASSBOSS Booth 401 Schedule** (30-minute performances)

**Tuesday 8-12-25**

#UpNxTDJ Performances

1:00 pm: Jacey Boi Boi

1:30 pm: DJ Bri

2:30 pm: DJ Haas

3:00 pm: DJ Long Legs

4:00 pm: DJ Treyvon: 2024 #UPnxTDJ Winner

**Wednesday 8-13-25**

#UpNxTDJ Performances

1:00 pm: DJ King

1:30 pm: Kung Fu DJ\*

2:00 pm: DJ Blake: #UpNxTDJ Winner on DJX Show’s Main Stage

2:30 pm: DJ Blazi

3:00 pm DJ E Cruz

4:00 pm: E the DJ

4:30 pm: Taylor Made

**Thursday 8-14-25**

2:30 pm: DJ Ema\*

\*non #UpNxTDJ Performer

**BASSBOSS products on demo at DJX 2025:**

* Makara Double 21” Subwoofer
* Kraken Quad 21” Subwoofer
* Krakatoa Quintuple 18” Point Source Full Range
* AT212-MK3 Double 12” Top
* VS21-MK3 Single 21” Subwoofer
* DJ18S-MK3 Single 18” Subwoofer
* BB15-MK3 Single 15” Subwoofer
* CCM12-MK3 Single 12” Coaxial Monitor
* DV12-MK3 Single 12” Full Range
* DiaMon-MK3 Single 12” Coaxial Monitor

To register for a free exhibits-only pass to DJX 2025, use the link below and enter promo code DJXBB422:

<https://hmg.customreg.net/register/bcb92e1e-2efa-4bdf-ab64-b35b573cfa09>

**About BASSBOSS:**

BASSBOSS® Loudspeaker Systems are created for those who demand extreme performance, extraordinary sound, and unbeatable reliability. With studio-quality performance and mind-bogglingly intense bass, BASSBOSS creates dream systems for serious audio professionals who demand and provide the best. Designed to take years of rugged work, every BASSBOSS Loudspeaker is a complete system, including cabinet, drivers, amplification, and comprehensive processing.

Learn more:[www.bassboss.com](https://www.bassboss.com/)

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