

**Fast Track to Creativity: Imaginando Launches 'BAM JAM' & 'BAMMING With' Video Series for its Groundbreaking BAM Software**

*New YouTube video series provides artist applications, workflow tips and more*

**Braga, Portugal, February xx, 2024 — Innovative Portuguese software developers, Imaginando, are proud to announce two new video series: 'BAM JAM' and 'Bamming With.' The new series, available for viewing on the company's** [**YouTube channel**](https://www.youtube.com/%40ImaginandoPt)**, offers fresh insights into how Imaginando's BAM (Beat Maker and Music Maker) software can be leveraged in a DAW-based or hybrid music production environment.**

BAM is renowned for its user-friendly interface, and its powerful arranging and composition features. Each video features either a different artist or musical style, while providing examples of how to leverage each of the software's features. The videos also demonstrate how users can streamline their workflows more by employing a variety of techniques— even on an iPad. As a result, music creators are able to realize their artistic visions with greater efficiency.

**BAM JAM: Perform, Produce, Inspire**

Launching with two episodes now streaming on YouTube and a third on the horizon, 'BAM JAM' is all about the art of performance using BAM. The premiere episode, '[House Music Live Performance with Visuals](https://www.youtube.com/watch?v=8Y01Um8lzSI),' showcases a dynamic setup with just an iPad and MIDI keyboard, illustrating real-time effect parameter automation, song building and playing capabilities. Viewers also get a glimpse of the VS iOS app in action, with visuals that morph in response to the music.

In the second episode, '[Mellow Acid Breaks Live Performance](https://www.youtube.com/watch?v=aXyb2ufWXdc),' the focus shifts to BAM's mixer functionality and the use of a pad controller to launch clips, offering an example of how a full song can be performed live. The episode also showcases the Automations Panel view, enabling users to intricately control a track's parameters through clip-based step automation for triggers, modulators, engines, effects, and mixer devices.

**Crafting Classics in 'BAMMING With'**

'Bamming With,' which runs in parallel to ‘BAM JAM,’ takes a deep dive into song creation, offering step-by-step tutorials that deconstruct popular tracks so viewers can rebuild them in BAM. This series is as educational as it is entertaining, providing viewers with a hands-on learning experience. The debut episode, '[Green Velvet La La Land | How to make techno,](https://www.youtube.com/watch?v=zSYm2Kn-iv8)' features the iconic track by American DJ Green Velvet, recreated using BAM's straightforward interface, emphasizing the software's capability to simplify complex production tasks. Covering sound design, piano roll editing, groove building, master effects, and using samples, ‘Bammiing With' is a quick and detailed way of seeing how versatile BAM is.

**Spotlight on BAM**
Both of the new video series focus on Imaginando's flagship music software, BAM. Designed for musicians at every level, BAM is an all-encompassing music creation environment with an intuitive UI, powerful sequencing, sampling, synthesis, and dynamic effects. Create anything from basic beats for song demos to complex compositions and detailed productions, using BAM's vast library of sounds, sophisticated modulation options, and extensive mixing capabilities.

BAM is available as a standalone desktop version, plugin, or as an iOS app, ensuring high-quality music creation is accessible anywhere. To learn more about BAM head over to the [Imaginando website](https://www.imaginando.pt/products/bam-beat-maker-and-music-maker).

**About Imaginando**
Since 2014, Imaginando has been mixing music and technology to create original products, centered on audio-visual experiences. They aim to inspire artists to expand their own creativity with the innovative high-quality products that they build. They endeavor to make electronic music production accessible for as many people as possible, wherever they are and whatever they are using. Across phone, tablet, laptop and desktop, with Imaginando you can make music anywhere, with anything. Imaginando is a Portuguese company headquartered in Braga, an UNESCO Creative City in the field of Media Arts. For more information, please visit [www.imaginando.pt](http://www.imaginando.pt/)

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