

**FOR IMMEDIATE RELEASE**

## **DENON DJ INTRODUCES THE PRIME GO+ — A PORTABLE POWERHOUSE FOR PROFESSIONAL DJS ON THE MOVE**

*Revolutionizing Mobile DJ Performance with Seamless Connectivity, Professional Grade Outputs, and Battery-Powered Portability, and the Latest Engine DJ 4.1 OS For Enhanced Versatility and Creative Possibilities*

**CUMBERLAND, R.I., (October 17, 2024)** — [Denon DJ](#), a leader in DJ technology, unveils the PRIME GO+ — a game-changing, portable standalone DJ controller, engineered for professional DJs who demand both flexibility and advanced features on the go. Building upon the success of its predecessor, the [PRIME GO](#), the PRIME GO+ enhances portability with cutting-edge technology, offering improved Wi-Fi streaming offerings, extended battery life, and advanced connectivity. Running on the latest Engine DJ 4.1 OS, it ensures access to the most up-to-date performance tools. Always pushing the boundaries of innovation, the PRIME GO+ meets modern demands, offering seamless transitions between different environments without sacrificing performance. By addressing these real-world needs, the PRIME GO+ revolutionizes mobile DJ setups, enabling ultimate flexibility for any event.

“With the PRIME GO+, our goal was to create a truly portable, all-in-one DJ solution tailored to modern needs,” said Jason Stout, Product Manager Denon DJ. “Streaming services have become essential for today’s DJs, so we ensured the PRIME GO+ integrates seamlessly, providing instant access to vast music libraries. Whether performing at a party, club, or on the move, the PRIME GO+ empowers DJs with the flexibility to adapt and deliver creative sets without being limited by a static collection.”

[The Denon DJ PRIME GO+ is crafted with professional DJs' needs in mind—balancing reliability, versatility, and portability.](#) With its compact, modular design featuring dual-layer performance pads, touch-capacitive jog wheels, and high-resolution pitch sliders it’s adaptable to a variety of settings like mobile gigs, lounges, weddings, and clubs. It enables complete creative control with loop/beat jump, three-band EQ, and assignable FX, all in a sleek form that fits into most backpacks. Built for DJs on the move, its battery-powered functionality frees DJs from relying on computers or external power sources, solving challenges related to mobility and enhancing playability.

In addition to its compact design and powerful features, the PRIME GO+ offers unmatched musical accessibility through built-in Wi-Fi, providing DJs instant access to over 100 million tracks across platforms like Amazon Music Unlimited, TIDAL, and more. DJs can seamlessly switch between streaming services or play from their personal collection using tracks and playlists stored

on an SD card or USB drive. This versatile connectivity ensures DJs are always prepared, with an expansive music library at their fingertips, no matter where they perform.

Alongside the launch of the PRIME GO+, Denon DJ is unveiling Engine DJ 4.1, the latest update to their advanced standalone DJ software. This update brings key new features such as Bluetooth audio output and smart headphone queuing, further enhancing flexibility and improving the overall user experience for DJs. The firmware update also boosts DJ performance with upgraded Engine Lighting features and expanded FLAC audio support for streaming services, ensuring reliability and cutting-edge capabilities. For full update details, please visit, [www.enginedj.com](http://www.enginedj.com).

#### **All Key Features of the Denon DJ PRIME GO+ include:**

- **Unrivaled Music Access:** Stream over 100 million tracks across all genres with seamless Wi-Fi access from top services like Amazon Music, TIDAL, and more. Use SD cards or USB input for stored media.
- **Powerful and Portable:** Up to 4 hours of playtime with the internal rechargeable battery, ideal for performances anywhere.
- **Comprehensive Connectivity:** The PRIME GO+ is equipped with Bluetooth input/output, balanced XLR main outputs, 1/4" booth outputs, RCA main out, RCA Auxiliary input, and dual mic combo jack inputs to handle any gig or venue.
- **Advanced FX Engine:** Includes 26 Main FX, 2 knob-controlled Sweep FX, Echo Fader FX, and 10 interactive Touch FX for creative control over performances.
- **7" Multi-Gesture Touch Screen:** A high-definition touch screen allows DJs to intuitively control their music, offering customizable views and a Day Mode for outdoor events.
- **Engine DJ 4.1 OS:** The PRIME GO+ operates on the [Engine DJ standalone OS](#), delivering advanced features like an embedded sampler, onboard song analysis, Touch FX, and wireless updates via Wi-Fi. This ensures DJs stay up to date with the latest features and performance tools.

Designed for DJs on the go, the [PRIME GO+ is one of the most portable and versatile standalone DJ systems](#) ever created for professionals. [Watch as Denon takes you through a full feature overview.](#)

#### **Pricing and Availability**

The Denon DJ PRIME GO+ will be available globally starting today with a retail price of \$999 USD. For more information on the PRIME GO+ or to purchase, visit [Denon DJ's website](#). Join the conversation on social media by following [@DenonDJOfficial](#) on Instagram, [@DenonDJ](#) on [YouTube](#) and [@DenonDJOfficial](#) on Facebook and Twitter.

#### **ABOUT DENON DJ:**

Denon DJ is a leading manufacturer of premium DJ equipment, offering innovative, high-performance gear for professional DJs across the globe. With a rich history of audio engineering excellence, Denon DJ is committed to pushing the boundaries of technology and creativity in the DJ space. Known for industry-leading products like the PRIME Series, Denon DJ provides DJs with robust, feature-packed controllers and standalone systems that deliver unmatched performance, reliability, and creative freedom. From clubs and festivals to mobile gigs and live

events, Denon DJ empowers artists to elevate their performances to new heights. For more information, visit [www.denondj.com](http://www.denondj.com).