



Live Mix Maestro returns to crown a new DJ Champion

Lenovo, Pioneer DJ and Zouk collaborate with Republic Polytechnic to identify top DJ talent in Singapore

Singapore, 14 March 2013 – Following a successful first year, the Live Mix Maestro Inter-Tertiary DJ competition has returned to scout and award this year's most talented student DJ.

The competition, launched just last year, and the brain-child of Republic Polytechnic (RP) students in the Electronic Music Production (EMP) interest group, aimed to uncover up-and-coming DJ talent from Singapore's tertiary education institutions.

Their novel idea caught the eye of key industry players who offered their support to make the competition go from idea to reality. The students secured over **S\$100,000 worth of sponsorships** for a three-year period, with well-known brands such as Lenovo, Pioneer DJ and Zouk Singapore. In addition, they also received the commitment of Republic Polytechnic's School of Technology for the Arts to oversee and run the programme.

Today, this spark of an idea by the students is in its second year, and has over **40 budding DJ's** competing in the preliminary rounds of the competition. Four skilled young DJs have emerged from the pack, and have been shortlisted to compete in the final round on 14 March 2013. A fifth finalist will be selected through a Wild Card round between three top-performing DJs from the preliminary stages of the competition.

Aged between 19 and 24, these DJs are students from polytechnics and universities across Singapore. In the final round they are expected to showcase their talent in mixing an eclectic selection of Drum and Bass, Trap, Dubstep and Electro. They will need to perform in front of and impress top DJs and industry leaders like **DJ Aldrin** and **DJ Case Woo** who will sit on the panel of judges. They will stand a chance to walk away with **prizes worth up to S\$10,000**, including Lenovo laptops like the ThinkPad T430u Ultrabook and IdeaPad Y400 as well as Pioneer DJ equipment including a DDJ-T1 controller.

"The youth of today are willing to push boundaries and break conventions. This is the 'For Those Who Do' spirit which Lenovo believes in," said Jessie Quek, Country General Manager, Lenovo Singapore. "These young DJs here are exactly the type of go-getters and daring Doers whom we want to empower. With their passion and dedication, there is no limit to what they can achieve if armed with the right tools, such as Lenovo's high-performance laptops."

"With the backing of Lenovo, Pioneer and Zouk, this EMPLAB initiative has really taken off. Sometimes all it takes is the right platform to uncover talent, and already we have noted that this year's crop of hopefuls have demonstrated a higher level of ability. We look forward to uncovering Singapore's best DJ's," commented Sam Yap, Staff Advisor from School of Technology for the Arts, Republic Polytechnic.

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About Republic Polytechnic

The first educational institution in Singapore to leverage Problem-Based Learning approach for all its diploma programmes, Republic Polytechnic (RP) has six schools and two academic centres offering thirty-seven diplomas in Infocomm, Engineering, Applied Science, Technology for the Arts, Sports, Health & Leisure, Events and Hospitality, Enterprise, and Communication.

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic, broad-based curriculum, covering culture, enterprise development and cognitive processes, prepares students for an active and meaningful role in society.

Republic Polytechnic strives for excellence and has achieved various international and national accreditations, including ISO9001, ISO14001, OHSAS 18001, SS540, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit www.rp.edu.sg

About Lenovo

Lenovo (HKSE: 992) (ADR: LNVGY) is a US\$30 billion personal technology company – the second largest PC maker worldwide and an emerging PC Plus leader – serving customers in more than 160 countries. Dedicated to building exceptionally engineered PCs and mobile internet devices, Lenovo's business is built on product innovation, a highly-efficient global supply chain and strong strategic execution. Formed by Lenovo Group's acquisition of the former IBM Personal Computing Division, the Company develops, manufactures and markets reliable, high-quality, secure and easy-to-use technology products and services. Its product lines include legendary Think-branded commercial PCs and Idea-branded consumer PCs, as well as servers, workstations, and a family of mobile internet devices, including tablets and smart phones. Lenovo, a global Fortune 500 company, has major research centers in Yamato, Japan; Beijing, Shanghai and Shenzhen, China; and Raleigh, North Carolina.

For more information see www.lenovo.com.



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