



## **DJ Mad Jester is Live Mix Maestro's new DJ Champion**

### **Lenovo, Pioneer DJ, Zouk and Republic Polytechnic's unique platform for aspiring DJs uncovers yet another DJ talent**

**Singapore, 20 March 2014** – The finals of the Live Mix Maestro 2014 Inter-Tertiary DJ Competition came to a close today with a newly-crowned champion DJ, following fierce competition between the young aspirants.

The competition, now in its third year, was conceptualised by Republic Polytechnic (RP) students in the Electronic Music Production (EMP) interest group. Their idea of uncovering Singapore's most talented DJs drew strong interest from industry leaders who provided more than S\$100,000 worth of sponsorship to bring the competition to life. The sponsors include Lenovo, Pioneer DJ and Zouk Singapore. The competition has caught the imagination of local music aficionados, and has consistently seen over 40 aspiring DJs battling it out in the preliminary rounds since its debut. The level of competition has been elevated to new heights as the contenders showcase their wide array of technical skills with an increased diversity of sounds.

Marcus Yeo, otherwise known as DJ Mad Jester, emerged as the Live Mix Maestro champion today from a pool of close to 40 DJs, percussionists and hype-men. The finals, which saw four finalists battle it out, also had three wildcards competing for a coveted fifth finalist position. The student DJs from tertiary institutions across Singapore provided a stiff challenge with a turntable showcase of drum and bass, dance floor and electro. The winner won more than just bragging rights, taking home prizes worth up to S\$10,000, including a Lenovo laptop and Pioneer DJ controller.

The contestants had to impress a panel of judges of top Singaporean DJs and industry players, including veteran music producer Case Woo, butterfactory resident DJ ZuShan, Zouk resident DJ Lincey and Jeremy Boon, while proving their worth with those on the dancefloor.

"Lenovo believes in the 'For Those Who Do' spirit which can be seen in the incredibly talented and passionate youths of today," said Jessie Quek, Country General Manager, Lenovo Singapore. "Ambitious and unafraid to chase their dreams, these young DJs are no doubt the inspirational Doers whom we want to empower. We are doing so by providing them with the right tools, such as Lenovo's multi-mode devices. This perfect combination of talent and technology mean that the sky is the limit for what these young doers can accomplish."

"It is gratifying to see that encouraging students to nurture their interests and passion has motivated them to create and build this competition to much acclaim. With the continued support of Lenovo, Pioneer and Zouk and the hard work and dedication of Republic Polytechnic's Electronic Music Production (EMP) interest group, Live Mix Maestro has grown into *the* young DJ talent spotting event in Singapore, with



participants' skills on show rising year on year. Now into its third year, we are thrilled at how it has grown in popularity," commented Sam Yap, Staff Advisor from School of Technology for the Arts, Republic Polytechnic.

Previous winners of the competition have moved on and grown their careers successfully in the DJ scene, with Live Mix Maestro 2013 winner, DJ LeNerd, now a resident DJ at Clarke Quay nightclub, Indochine's *Bianca Supper.Club*.

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### **About Republic Polytechnic**

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

Republic Polytechnic is committed to nurturing innovation and entrepreneurial learning in an environment that develops problem-solving skills and lifelong learning opportunities. Its holistic and broad-based curriculum prepares students for an active and meaningful role in society as problem solvers, respected professionals and passionate citizens.

Republic Polytechnic strives for excellence by achieving various international and national accreditations, including ISO 9001, ISO 14001, OHSAS 18001, ISO 22301, Singapore Quality Class, People Developer, Innovation Class, and Service Class.

For more information, visit <http://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](http://www.lenovo.com).



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