



# DM-40D-BT

## SET THE SCENE



### CHEAT SHEET

# DM-40D-BT

€199 including VAT / \$199 excluding VAT / £169 including VAT

## OVERVIEW

### SUMMARY

The DM-40D-BT speakers form a brand-new easy-to-use 4-inch desktop monitor system. Sold in pairs, these speakers enable users to enjoy high-quality, powerful sound and to change from DJ mode to Production mode at the flip of a switch, with DSP settings automatically optimized for the chosen application. They also feature Bluetooth® connectivity for wireless playback of high-quality audio from mobile devices.

### PRODUCT MOTIVATION

To provide an affordable, high-quality desktop monitor system for use at home with the option to connect wireless devices. Thanks to the 2-way sound mode, there's no need to own different sets of speakers for DJing and making music, or to choose a set that's more suited to one task. The DM-40D-BT system is perfect for both.

### AUDIENCE

The core target audience for this system is DJs who want to practice mixing at home and possibly perform at parties or via livestreams, but also want to make their own music.

### PRODUCT POSITIONING

The DM-40D-BT significantly improves on the DM-40 thanks to its advanced design for high-quality sound, plus its refined components, including the Class D amplifier. It also features the handy 2-way sound mode for DJs/producers and the option to connect devices via Bluetooth.

## KEY MESSAGES

### • Advanced design for high-quality sound

The speakers are loaded with fresh components including a Class D amplifier with 96 kHz sampling DSP, updated DECO convex diffusers, and a new 4-inch woofer that's perfectly aligned with the tweeter. This enables them to produce pure, balanced bass sound, crystal-clear high frequencies, and plenty of power when it's needed.

### • 2-way sound mode

With a flip of a single switch, the speakers change from DJ mode to Production mode, with DSP settings automatically optimizing for the chosen task.

### • Multiple inputs

All kinds of DJ and production gear can be connected to the RCA and mini jack input terminals.

### • Bluetooth connectivity

It's easy to pair mobile devices to the speakers for wireless playback of high-quality audio.

### • Easy to use

The headphones socket and level knob are easily found on the front panel, so there's no need to reach around the back.

### • Smart design, available in black or white

With a slick, professional look, the speakers can be matched with classic DJ gear or the interior design of a room thanks to the choice of black or white models.

**Pioneer Dj**

PIONEERDJ.COM

