

**For Immediate Release**



**DJ Irie on the “Ones & Twos” and Mixes Perpetually on PROAVIO’s™ S4FR Storage Array**

*Nationally Renowned DJ & Philanthropic Entrepreneur Gives his New RAID 5 Storage Array the Thumbs Up for its Performance, Style & Reliability*

**Santa Fe Springs, Calif. (April 17, 2009)** – To say DJ Irie is busy would be a complete understatement for this multi-talented producer/disc jockey. With a never ceasing schedule of domestic & international club gigs, radio shows and charitable events DJ Irie needs to constantly be on his A-game. As the DJ of the most listened to mix shows, “The Drive at 5” and “Saturday Night Thunderstorm,” on Miami’s number one hip-hop station, WEDR 99Jamz, he can rest assure once he fires up his decks with his new PROAVIO™ S4FR storage array, his listeners are guaranteed to enjoy their rush hour drives, as well as, dance the night away.

Dominating any venue and infusing every party with his seemingly infinite energy, DJ Irie has captivated the entire industry. Nominated for a 2007 BET Award and voted 2005’s Best Club DJ by the Miami New Times, Irie’s passion, enthusiasm and particularly charming personality sets him apart. Although Miami is his stomping ground, on the national level DJ Irie is impossible to miss. As official DJ to Jamie Foxx and the 2006 NBA World Champion Miami HEAT, his performances include MTV’s Total Request Live, The MTV VMA’s, Nickelodeon Teen Choice Awards and the Halftime show at the Orange Bowl for three consecutive years and so much more. DJ Irie knows no boundaries. It is apparent how seriously he takes his work and why he needs state-of-the-art data storage.

“The look and style of the S4FR couldn’t be better! That much storage power in such a sleek and slender rack mount is the perfect fit for my studio application,” says DJ Irie. “The fact that you can set the rack up to operate as four separate drives, as well as have the ‘plug and play’ option to pop and insert drives instantly is great!”

To give a better idea of how busy DJ Irie is, he has been the NBA’s Miami Heat DJ nine seasons in a row, travels to the Bahamas about 15 times a year to headline clubs and beach parties, and also helps out with The Special Olympics, The United Way and numerous groups benefiting Hurricane Katrina victims.

Although his main masterpieces are done in the studio he also has the freedom to take his saved mixes with him while hitting up all the hottest clubs and events in the US and around the world. “My new tool brings a new level of high-capacity portability to and from the studio.”

### **About S4FR**

The first mobile RAID-5 storage solution designed for today's digital content creation lifestyle. Featuring a high-quality aluminum rack housing, the Studiorack S4FR incorporates a dual-membrane enclosure design that greatly increases thermal efficiency while reducing disk and fan noise. A dedicated hardware RAID processor reduces system bottle-necks and provides a reduced rebuild window in the event of a disk failure. Four hot-swappable SATA disks allow quick replacement and capacity upgrades on the fly. The Proavio FR series is ideal for systems with limited expansion capabilities such as MacBook Pro, MacBook and Mac Mini. Proavio's new FR line allows users to get the most out any DAW or editing system by offering capacity, performance & redundancy options simply not available in standard FireWire/USB drives.

### **About ProAvio, U.S.A.**

*PROAVIO is a developer of high performance storage products & tools designed for professional digital media production. PROAVIO is committed to offering high-quality, cost effective workflow solutions for post, film, and broadcast and digital music production.*

*Founded in July 2004, PROAVIO™ is quickly becoming the new leader in low-cost, storage solutions for digital media production, and has become the premium brand of choice for many demanding users working in the broadcast and entertainment industries. Headquartered in Southern California, ProAvio has become one of the fastest growing media solution companies in the United States, with expanding global representation through a selected group of authorized dealers and distributors worldwide.*

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