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From: [Redacted] >
Sent: Wednesday, 8 November 2023 8:02 pm
To: Registrar
Subject: Alphatheta Serato Acquisition

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To whom it may concern,

I am writing this letter to express my support for the proposed Serato / ATC acquisition.

As an educator, electronic composer and DJ, I'm excited to see the new innovations that Serato and ATC can bring to the DJ market. Serato are known for their excellence in software design and usability, while ATC are leaders in music hardware design. At a time where a lot of focus is moving to away from digital vinyl systems to embedded devices and apps, I think this acquisition makes sense for both parties and plays to their respective strengths.

I am also excited to see the new possibilities for music production that will come from the partnership. Serato Studio is taught on our degree programme and the ease of use that Serato bring to the software would be great to see in more products with ATC.

I understand that there have been concerns raised about reducing competition in the DJ market, but my own experience doesn't back this up. Personally I've DJed from a wide variety of platforms including vinyl records, iOS apps on iPhone and iPad and full embedded devices. Serato DJ is a great platform, but it's one of many choices and not always the right one for the situation.

Thank you

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