

[REDACTED]

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**From:** [REDACTED]  
**Sent:** Tuesday, 28 November 2023 1:41 am  
**To:** Registrar  
**Subject:** Regarding Proposed Merger of Serato and ATC

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To Whom It May Concern,

I hope this email finds you well. I am [REDACTED]. I am one of the leading DJ technology experts in [REDACTED] with 10+ years of experience in the industry. I have led content creation on DJ technologies in [REDACTED], with many articles on high-traffic e-commerce and technology websites and YouTube tutorials. I am writing this email in support of the proposed merger between Serato and Alpha Theta Company (ATC).

Founded as a part of Pioneer Electronics back in 1994, Pioneer DJ (now named Alpha Theta Company) is known for its innovative and user experience-focused approach to designing and manufacturing both hardware and software for every level of DJing, from beginner to professional. ATC has been working closely with Serato for many years, as we can see from the release of DDJ-S1 back in 2011 (<https://ra.co/news/13360>).

Pioneer DDJ-SX, known widely as the father of modern DJ controllers, was developed with Serato and it has contributed a lot to the DJ equipment technologies industry as it has established a design language and pattern for both software and hardware that has been adopted by companies that are considered rivals to ATC, e.g. Numark, Roland, Hercules and Native Instruments. The design of the DDJ-SX has tremendously benefitted DJs around the world with its UX-focused design pattern that has been used to this day and this design wouldn't be actualized if these two companies hadn't worked together, thus showing that ATC and Serato would benefit the industry with their innovative designs even further if they merge. As stated by Serato and considering ATC's track history, ATC wouldn't (and couldn't) hinder the partnership between Serato and other parties, so the concerns and statements made to oppose this merger are therefore invalid.

Thank you for your consideration and time.

Sincerely,

[REDACTED]