

“Video DJs” Setting a New Trend for Parties, Corporate Events and Weddings

San Diego—Still in its infancy, a new brand of DJing has emerged to give partygoers an enhanced experience that combines video and graphics with a full slate of musical genres typically played at weddings and special events.

Known as “video DJs” or “VJs,” their numbers still remain in short supply, with only about 100 VJs providing the service nationally.

Among them is Spencer Bezy of San Diego, known also as Dr. Boogie on Magic 92.5 radio, which airs his “beat mix” during the station’s Traffic Jam show at 5 p.m., Monday through Friday.

Bezy branched into VJing a few years ago after investing \$11,000 in the technology that allows him to play CDs and DVDs simultaneously. His inventory also includes high-resolution Magnabox screens and a library of 16,000 concert and performance videos -- new and vintage -- worth more than \$10,000.

Since launching his video DJ company, Mobile Music Plus, he has rigged ballrooms and other venues with the video-music concept for corporate parties, birthdays, weddings and bar mitzvahs. For a Qualcomm employee appreciation party, he wowed guests with six large screens projecting a potpourri of performance and concert videos that brought to visual life a menu of “top 40,” “80s” and classic rock music.

The VJ technology also allows Bezy to project company logos onto screens while adding concert footage or swirly graphics around them, staying in precise sync with the music.

For those who fear that their parties will turn into nothing more than TV-watching events, Bezy carefully arranges the screens so that they don’t dominate dance floors, keeping them in tangential eyeshot of dance floors, for example.

“If I see people getting too mesmerized by the videos, I switch to logos and graphics. It’s a lesson I learned very early in the process,” he adds.

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Bezy provides prospective clients with demo DVDs, although he admits that because the concept is so new, “people don’t really take in the full multimedia experience until they see us roll through our vast selection at a party.”

VJing, he believes, will become the standard in the next few years – “the wave of the future as the technology continues to grow.” The price for VJ services, he adds, “currently ranks between what a conventional DJ and a live band would cost.”

To arrange an interview with Bezy, or to obtain a demo CD or live demonstration, please call Frank Sabatini Jr., at 619-925-3794. Further information can also be found on the web site: mobilemusicplus.com.