

Remixer Embodies the Spirit of Austin's Dance Music Scene

Unleashes #1 club remix, his third book, and an international software release.

Austin, TX — June 20, 2006 — This summer, Austin-based remixer/keyboardist Francis Preve virtually defines the zeitgeist of the free-spirited Texas capitol he calls home. With another Top 10 Billboard remix, the launch of his third book, and an integral role in the upcoming release of dance music's hottest production software, Ableton Live 6, the summer of 2006 has catapulted Preve into the international spotlight for the second time in a career that spans over a decade.

Preve kicked off the year with his Top 10 remix of Amber's "Just Like That", a collaboration with former Austinite, DJ Roland Belmares. With that track, he joined the ranks of celebrated Austin dance music producers like D:Fuse and Merrick Brown. In April, he followed up this extraordinary success with his solo remix of Gabriel & Dresden's "Tracking Treasure Down", which rocketed to #2 in the UK and hit the coveted #1 spot on the US club charts on June 22, 2006. [Chart positions courtesy Music Week and Billboard Magazine, respectively.]

Legendary Austin DJ and scenester Jason Jenkins puts it this way, "In the years that I've known Francis, it's always blown me away that he grasps everything from the creation of sound to how to move a crowd in a massive club. In my career, I've worked with a bunch of pros and Francis is a true leader and one of the few people that really 'gets it'."

For most artists, two hits in six months would be accomplishment enough, but this August, Backbeat Books will release Preve's third tome on electronic music production — "The Remixer's Bible" — a compendium of studio production and synthesizer programming tutorials encompassing the combined wisdom of the world's top remixers and producers. Preve spent the past year interviewing his associates and peers in the dance music scene, as well as compiling a selection of top-notch articles and features from the internationally renowned Keyboard Magazine, for which Preve has been a Contributing Editor since 2000.

While it's best known as the "Live Music Capitol of the World", Austin is also universally recognized as one of the epicenters of the technology industry. Accordingly, Francis Preve's involvement in music software development reinforces his 2006 trifecta of techno. July's National Association of Music Merchants (NAMM) Show at the Austin Convention Center will showcase not one, but two, internationally acclaimed software products that bear his thumbprint: Ableton Live and Tascam GigaStudio. At the turn of the millennium, Preve served as Program Director for NemeSys (the Austin-based software developer that originated GigaStudio). During this time, he was part of the team that helped develop and market this innovative software sampler that has become a staple in Hollywood soundtrack scores, as well as countless hit records.

More recently, Preve now serves as one of the principal sound designers and technology consultants for Berlin-based Ableton whose paradigm-shifting music software, Live, has

become an indispensable tool for both laptop-based DJs and record producers of all types. At the NAMM show, Preve will demonstrate how he uses Live's unique features in his own production process and club performances.

Francis Preve is available for interviews and commentary. For full bio and discography, please visit: www.fap7.com

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