Urban Florjančič is the mastermind behind Slovenia's latest sound system, Urbi's Hi-Fi. His love for dub music began in 2002 when he stumbled upon King Tubby's Dub From the Roots and the Roots of Dub double CD. This led him to develop a fondness for delays, reverbs, and potent bass.

In 2006, he decided to test his mettle as a reggae DJ and also started the reggae group Mother's Vibe and the Reggaemylitis DJ collective. He has been entertaining crowds in Slovenia and Ghana with his reggae selections for a while now. Despite his love for reggae and dub music, his brewing company, Pivovarna MALI GRAD, kept him from pursuing his passion.

However, with the Covid situation causing a lack of concerts and events, he decided it was time to upgrade his sound system. To make it happen, he gave up his hobby, sold his motorcycle, and built Slovenia's first paraflex sound system.