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ROLAND OFFERS VT-4 VOICE TRANSFORMER

Compact and Powerful Vocal Effects Processor for Singers, DJs, Electronic Musicians, and Web Broadcasters

The NAMM Show, Anaheim, CA, January 23, 2019 — Roland (Exhibit 10702, Hall A) is displaying the VT-4 Voice Transformer, a powerful effects processor for manipulating the human voice. Compact and easy to use, the VT-4 allows the user to connect a microphone and quickly craft unique vocal sounds with performance-oriented controls. Harmony, vocoding, pitch shifting, hard tuning, ambience, and other high-quality effects are available, providing everything from subtle augmentation to radical transformation. Battery-powered and ready to travel, the VT-4 is perfect for singers, DJs, web broadcasters, and all those who use their voice in a creative application.

Today's musical styles use unusual vocal sounds with heavy processing, making them stand out and grab the listener's attention. The [VT-4](#) puts a wealth of modern and retro vocal effects at the user's fingertips, eliminating the need to employ a complicated setup with a computer and plug-ins.

The VT-4 features an intuitive interface for instant creative control. Users can manipulate their sound in real-time constantly altering the effect to suit the track and enhance the performance. Direct control over both pitch and format instantly transforms a vocal persona with male/female gender characteristics, electronic timbres, robot voices, and more.

Achieving complex vocal effects with the VT-4 is easy, and multiple effects can be used at the same time. Each effect has a selection of one-touch variations for quick access to different vocoder characteristics, lo-fi effects, multi-part harmonies, and distinct kinds of reverb and delay. Users can chain effects, set the controls how they like, and save their setups in preset buttons for later recall.

Plugging in a MIDI keyboard to the VT-4, unlocks more expressive possibilities, allowing users to guide the Auto-Pitch, harmony, and vocoder engines with notes and chords. This makes it possible to hard-tune the vocal input to specific pitches, play keyboard leads with a funky vocoded flavor, and create multi-part backing vocal stacks on the fly. Plus, the VT-4's compact footprint sits neatly on most keyboards. Additionally, the VT-4 is a powerful tool for bringing humor, drama, and variety to spoken-word applications. Offering simple controls and USB-audio capabilities, it's uniquely suited to altering voices for YouTube broadcasts, Twitch and Facebook streams, podcasts, and more.

The Roland VT-4 Voice Transformer is currently available with U.S. pricing of \$229.99.

To learn more about the VT-4 Voice Transformer, please visit Roland.com.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit Roland.com or see your local Roland dealer.

For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).