



Press Release

FOR IMMEDIATE RELEASE

ROLAND INTRODUCES MC-707 AND MC-101 GROOVEBOXES



Powerful, Self-Contained Production Platforms for Modern Electronic Music Creators

Los Angeles, CA, September 5, 2019 — Roland, a leading manufacturer and distributor of electronic musical instruments and professional video products, unveils the MC-707 and MC-101 GROOVEBOXES, two self-contained production tools designed for today's electronic music creators. These powerful products reintroduce Roland's iconic GROOVEBOX concept to a new generation of musicians, updated with the very latest sounds and a wide range of customization options. With the versatile MC-707 and MC-101, users can create complete, polished productions with no external gear or easily integrate with modern computer-based music environments. The [MC-707](#) and [MC-101](#) will be available in the U.S. in September 2019 for \$999.99 and \$499.99 respectively.

In 1996, Roland launched the original MC-303 GROOVEBOX to great acclaim, and the popular series evolved with many additional MC models over the next decade. Building on workflows introduced with genre-defining Roland instruments like the TR-808, TR-909, and TB-303, the GROOVEBOX series allowed people without musical training—but with keen musical sensibilities—to create songs quickly and easily, and in some cases, these individuals gave rise to entirely new musical genres and styles. The MC-707 and MC-101 fuse this landmark concept with today's advanced technologies, giving electronic-focused musicians more creative power than ever before.

The MC-707 GROOVEBOX offers everything needed to create a song or perform a live set without a computer. Users can immerse themselves in eight-track recording, sequencing, sampling, synthesizers, and studio-grade effects, plus a curated palette of sounds, loops, and phrases. Audio and MIDI can be recorded with deep control over timing, while hands-on faders and knobs inspire in-the-moment creativity.

Equipped with Roland's latest sound engine, the MC-707 has all the sounds of legendary Roland rhythm machines and synthesizers, but also looks forward with modern digital and hybrid sounds. The eight-track sequencer is optimized for fluid production of today's electronic-focused music styles, with 16 ultra-sensitive pads for playing or sequencing drum parts, melodic basslines, or polyphonic chord progressions. There's also a TR-REC step sequencer inherited from Roland's classic drum machines, perfect for building rhythm parts quickly.

With its advanced USB audio interface capabilities, the MC-707 easily flows in and out of any computer production setup. Users can record all eight parts to individual DAW tracks and finish a song there, or sample sounds from a DAW to capture backing tracks, stems, and more for live shows.

The MC-101 GROOVEBOX has all the high-quality sounds, sequencing, and effects of the MC-707, but in a more compact four-track version that's go-everywhere portable. This professional production tool features a solid-yet-light design and runs for up to five hours on four AA batteries, allowing users to craft sounds, create drum patterns, and compose musical phrases just about anywhere.

To learn more about the MC-707 and MC-101 GROOVEBOXES, visit Roland.com.

For hi-res MC-707 and MC-101 GROOVEBOX images, please click [here](#).

MC-101 product video available here: <https://youtu.be/pdHcFceLdNE>

MC-707 product video available here: <https://youtu.be/dadV-S42gHQ>

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

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 <http://www.roland.com> or see your local Roland dealer.

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