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ROLAND OFFERS FREE SERATO DJ PRO UPGRADE WITH THE PURCHASE OF DJ-202 DJ CONTROLLER

*New and Existing Owners of the Roland DJ-202 DJ Controller Can Now Take Advantage of
This Value-Added Program*

Los Angeles, CA, April 5, 2018 — Roland and Serato have teamed up for the return of an exclusive offer for U.S. and Canadian customers: a FREE [Serato DJ Pro](#) upgrade with the purchase of any [Roland DJ-202 DJ Controller](#) – now valid for all new and existing units. This upgrade (a \$99 value by itself) transforms the DJ-202 into the most feature-rich controller available under \$300, allowing DJs to mix Roland's trademark TR-drum sounds and sequencing capability with advanced Serato DJ Pro features like Sampler, iZotope FX, Slicer, 8 cues/loops, full recording functionality, and Pitch Play (requires Serato Pitch 'N Time DJ, a \$29 in-app purchase).

Additionally, registered customers will receive a free three-month subscription to [BPM Supreme](#) record pool (worth \$60), allowing DJs to build or bolster their music library with unlimited downloads of today's hottest tracks. PLUS they'll be invited to a [Roland Cloud Academy](#) DJ session (worth \$100) for personalized video training on their new DJ-202. With this package, users will be on their way to pushing their DJ and remix skills to new heights. All in all, this \$299 investment is now worth over \$550.

New DJ-202's will ship with a voucher card and redemption code, and existing purchases are eligible too – users simply will need to email proof of purchase and serial number to Serato (DJ202@serato.com), who will activate the Serato DJ Pro license for the user.

Roland's compact DJ-202 provides unparalleled flexibility to DJ, remix, and produce beats on the fly live or in the studio. It features large, low-latency platters, dedicated pad and transport controls, onboard sequencer, and mic input with professional vocal FX, packing in the most features of any controller in its class.

For more information about the DJ-202 and Roland Cloud Academy, 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.