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ROLAND ANNOUNCES TR-08 RHYTHM COMPOSER

New Roland Boutique Recreation of the TR-808, the World's Most Famous Drum Machine

Los Angeles, CA, August 8, 2017 — Roland announces the TR-08 Rhythm Composer, the latest addition to the popular Roland Boutique instrument lineup. The TR-08 is a compact recreation of Roland's classic TR-808, one of the most influential drum machines ever made. Built with meticulous attention to detail, the TR-08 combines the sound, look, and feel of the TR-808 with enhanced features and modern reliability. And with its affordable price, the TR-08 puts the legendary "808" vibe within reach of anyone who's ever dreamed of owning the iconic original.

Produced by Roland in the early 1980s, the TR-808 Rhythm Composer is one of the most revered and sought-after electronic musical instruments of all time. While only modestly successful when first released, adventurous musicians and producers of the era slowly began to embrace the instrument's distinctive all-analog voice and creative hands-on interface, fueling the emergence of multiple music styles. The TR-808's sounds helped shape and define the hip-hop, electronic, and dance genres, and the instrument's vast influence on popular music continues to this day.

The [TR-08](#) accurately recreates all the ingredients that make the TR-808 so special. Roland's Analog Circuit Behavior (ACB) technology fully realizes all the sonic details and quirks of the original hardware, modeling each analog circuit right down to the component level. And the interface, though scaled-down in size, is 100-percent authentic, with all the buttons, knobs, and switches found on the TR-808.

The TR-08 also adds some modern enhancements to the classic TR-808 formula. The sequencer has 16 sub-steps per step, enabling users to create detailed snare fills and intricate, rolling hi-hats. There's also a track-selectable trigger out for working with external instruments and modular gear. An LED display enables finer control of tempo and shuffle, and it's now possible to step-program or tap-in parts in real time without stopping to change modes. In addition, the TR-08 sends and receives MIDI control messages and supports audio and MIDI over USB.

Like all Roland Boutique modules, the TR-08 is extremely portable and runs on USB bus power or batteries. It also includes a built-in speaker for monitoring the sound in mobile situations and comes with a DK-01 Boutique Dock that allows users to adjust the panel's viewing angle.

To learn more about the TR-08 Rhythm Composer, 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 www.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](#).