

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

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Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND CLOUD ACADEMY OFFERS ONLINE DJ-808 TRAINING

DJ-808 Users Can Build Skills with Ongoing Interactive Video Training Series

Los Angeles, CA, May 5, 2017 — Roland Cloud Academy announces a new free learning opportunity for all registered owners of the Roland DJ-808 DJ Controller. Through an ongoing series of live training sessions, users can build their technical skills and learn all about the features and operation of the DJ-808 and its tight integration with Serato DJ software. Hosted by expert instructors, the in-depth courses feature real-time interaction with the instructor, and cover everything from the basics of the DJ-808 and Serato DJ to advanced performance and production techniques. The sessions will be offered several times each month and can be accessed from any device with an internet connection.

Roland Cloud Academy's DJ-808 training offers up-close instruction from in-house product specialists that expands the user's understanding of the DJ-808 and its creative potential for DJ performance and production. During each hour-long session, the instructor works with the DJ-808 and Serato DJ, and attendees can interact with the instructor through chat, voice, or webcam. The sessions are limited in size for a personalized experience, ensuring that participants get the most out of their training.

The DJ-808 video training sessions are offered in two course levels. Attendees can choose which level they'd like to enroll in and may take part in up to two sessions per month for deeper understanding or to jump from one level to another in a single month.

The two levels are:

- The **Getting Started** course – perfect for users who are new to the Roland DJ-808 and Serato DJ. It covers fundamentals such as cue points, looping, basic step sequencing, and more.
- The **Advanced** course – covers deeper topics and is a power boost for more experienced users that explores beatgridding, deeper sequencing functions, Pitch 'n Time, AIRA Link, and more.

Roland Corporation President and CEO North America Jay Wanamaker added, "Roland Cloud Academy is a new and unique source of interactive online training offered exclusively by Roland. Launching the academy with a product like the DJ-808 DJ Controller has been exciting because we're able to share how DJs and producers are taking the DJ-808 beyond controller applications into full-scale song production. Cross-functional insights like these are integrated into our beginner and intermediate DJ-808 training courses. Plus, we'll soon be offering courses for additional products in the Roland family of brands."

This free training — which also includes access to archived video content — is available exclusively to registered DJ-808 owners who sign up on the Roland website [here](#). More information is also available in this introductory [video](#).

The trailblazing DJ-808 is the first and only instrument for the producer DJ, combining deep Serato DJ software integration with a sample sequencer and built-in Roland TR drum machine that includes sounds from the 808, 909, 707, and 606. Adding in a four-channel mixer, AIRA Link USB ports, a VT Vocal Transformer, high-performance platters, and much more, the DJ-808 takes DJ performance and music production to unmatched creative heights. To learn more about the DJ-808, visit [here](#).

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.