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FOR IMMEDIATE RELEASE

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ROLAND OFFERS DJ-808 / SERATO PROMOTION

DJ-808 + Serato Limited-Edition TR-808 Vinyl Pressing & DVS Expansion Pack

Los Angeles, CA, August 14, 2018 — Roland is currently running an exclusive promotion, whereby any U.S. customer who purchases the flagship Roland [DJ-808](#) will receive a limited-edition TR-808 Serato vinyl pressing, a highly collectible double-pack release featuring 808 beats from legends Just Blaze, Marley Marl, Machinedrum, Egyptian Lover, DJ Qbert, Salva, and more. This stunning three-color vinyl includes 15 rhythm tracks and four locked grooves on one side, and control tone on the flip for use with Serato's Digital Vinyl System (DVS). Serato's DJ Pro [DVS Expansion Pack](#) is also included at no charge with the vinyl, extending a \$150 total value to all Roland customers who purchase DJ-808s during the exclusive promotional period.

With its phono inputs, standalone mixer capability, and pro-grade crossfader, the DJ-808 is perfectly suited for use with the TR-808 pressing either playing the 808 rhythm tracks or using the control tone to manipulate music in a Serato library. Personally created beats can be added with the DJ-808's TR-909 / 808 / 707 / 606 hardware drum machine to maximize the performance potential and connection to Roland's rhythm legacy. The TR-808 beats can be experienced first-hand [here](#) as DJ Babu and J.Rocc from Beat Junkies take the limited-edition vinyl and DJ-808 controllers for a spin at [Beat Junkie Institute of Sound](#).

DJ-808 / Serato promotion redemption form can be found [here](#). The offer is good on new products purchased through September 30, 2018, through an authorized Roland U.S. dealer. Other terms and conditions can be found [here](#).

808 Beats Vinyl 12" Roland 808 X Serato Pressing Full Tracklist:

SIDE A: Marley Marl 108 BPM 2.05; Machinedrum 150BPM 2.40; Shy Boogs 60BPM 2.57; Egyptian Lover 128BPM 3.27; Nadus 133BPM 3.22; Nosaj Thing 100BPM 2.55 + Lockgrooves: Scoop DeVille 66BPM; Tyree Cooper 133BPM. **SIDE B:** Serato Control tone. **SIDE C:** Just Blaze 66/133BPM 3.52; Tyree Cooper 123BPM 4.00; DJ Qbert 66BPM 2.53; Salva 130BPM 2.57; Seven Davis Jr 121BPM 4.32 + Lockgrooves: Just Blaze 66BPM; Nadus 133BPM. **SIDE D:** Serato Control tone.

Roland DJ-808 DJ Controller:

The DJ-808 is a state-of-the-art DJ controller with a 4-channel mixer, built-in drum sequencing, vocal processing, and the deepest Serato DJ Pro integration available. Going way beyond a typical DJ controller, the DJ-808 is an instrument, with a Roland "TR-S" drum machine that contains the world's most iconic drum sounds and can even control the Serato Sampler within Serato DJ Pro. The VT Voice Transformer can pitch the voices of performers to match the key of Serato DJ Pro tracks, while two AIRA Link ports allow performers to connect compatible synths and electronic gadgets, and produce a live remix, with just a simple USB cable. Sound quality is high-end and the hardware is built tough yet easy to carry—ready for inspired sets that push the boundaries of what it means to DJ.

To learn more, 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.