



Press Release

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Roland Brings the TR Legacy to a New Generation for 909 Day 2026



Photo credit: Kyle Cabañas



Kevin Saunderson, photo credit: Kyle Cabañas

Tune in to a flagship TR-909 x TR-1000 workshop with Detroit techno pioneer Kevin Saunderson, alongside a new animated film celebrating his legacy

Los Angeles, CA, September 1, 2026 — Roland Corporation celebrates 909 Day, the annual moment when producers, DJs, and dance music communities worldwide salute the TR-909 Rhythm Composer. Since its introduction in 1983, the TR-909 has supplied the pulse of house, techno, and club music genres.

For 909 Day 2026, Roland is going back to where that story started. The celebration centers on a live workshop in Detroit with techno originator Kevin Saunderson and the premiere of a new animated film, pairing hands-on music-making with a look at the people and culture behind the TR-909.

909 Day in Detroit — TR-909 TO 1000 Workshop ft. KEVIN SAUNDERSON

Roland brings 909 Day to the [Underground Music Academy](#) in Detroit on Saturday, September 12 from 3-6pm EDT, for a hands-on session with Kevin Saunderson and Roland's Dustin Good. As one third of the Belleville Three, Saunderson helped pioneer Detroit techno and was an early champion of the TR-909, using the machine as part of the sound that would carry the genre around the world. The workshop brings that history into the present, putting Saunderson behind the machine in the city where techno took shape.

The free session pairs the original TR-909 with the TR-1000, focusing on the 1000's next-generation 9X engines, and walks attendees through sequencing, sound shaping, and performance technique. Creators can join the Roland Cloud Academy livestream for an interactive session or check in anytime on the YouTube stream.

RSVP for Roland Cloud Academy Interactive Session:

<https://www.submix.io/roland/tr-workshop-909-to-1000-with-kevin-saunderson>

Join the YouTube Premiere and set an alert here:

https://www.youtube.com/live/Nal0fQIJ8_4

The Rhythm Creators: Kevin Saunderson



Following Silver and Bronze Telly® Award wins, Roland's animated series "The Rhythm Creators" returns with a new installment on the TR-909, told by Kevin Saunderson himself. Premiering September 9, the film carries the series' signature stylized animation and music by Detroit artist Vaughn Taormina with Saunderson's narration.

"The 909 was the first drum machine I ever got my hands on, and it inspired me completely," said Kevin Saunderson. "It had me building patterns and rhythms, mixing them into my DJ sets, and then adding basslines through sequencing in the studio with a couple of synths. That's really what turned me into a producer—someone who wanted to make music—not just play it. Everything was raw in the beginning, but I kept developing...kept learning the machine. It became my go-to for every project I was creating at that time. It's the best drum machine I've ever experienced, and one I fell in love with."

Previous episodes in the series feature Egyptian Lover, Fatboy Slim, Prince Paul, Jazzy B, Orbital, Kink, and Mannie Fresh.

Later this month, Roland Articles will go further behind the series in an interview with Taormina on drawing machines, memory, and the sound of a city:

<https://articles.roland.com/careers-in-music-vaughn-taormina>.

909 Day Offer: Roland Cloud TR-909 Software Rhythm Composer

Roland Cloud marks the day with a limited-time offer: the TR-909 Software Rhythm Composer is available for \$49 USD, 66% off its regular \$149 price, through September 30, 2026. The plug-in recreates the original hardware in detail and adds modern workflow enhancements, putting the 909 inside any DAW. It is also included with Roland Cloud Ultimate membership, alongside Roland's full catalog of vintage instrument emulations, ZENOLOGY, ZENOLOGY FX, Zenbeats, and more. New users can try Roland Cloud free for 30 days.

For more information on Roland's full slate of 909 Day activity, visit

<https://articles.roland.com/ultimate-guide-909-day-2026>.

#909DAY

About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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