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## FOR IMMEDIATE RELEASE

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## ROLAND DISPLAYS DJ-808 DJ CONTROLLER

*The DJ-808, Roland's First DJ Controller, Was Co-Developed with Serato and Features Built-In Drum Sounds, Synth Connectivity, Voice Transformer, and More*

**The NAMM Show, Anaheim, CA, January 18, 2017** — Roland (Booth 300A, Level 3) is displaying its first DJ controller, the [DJ-808](#), co-developed with DJ software innovator Serato. It features a standalone professional 4-channel mixer, built-in drum sequencing, vocal processing, external instrument connectivity, and the deepest Serato DJ integration available, bringing together the best of software and hardware in a single, roadworthy instrument for production and live performance.

Beyond typical DJ controllers, the DJ-808 is also an instrument, offering a built-in, customizable Roland TR-S drum machine featuring high-quality, iconic 606, 707, 808 and 909 drum sounds. The 16-step TR-S sequencer offers trigger control over the Serato Sampler within Serato DJ. Also onboard are velocity-sensitive RGB color pads that can be used for HOT CUE, ROLL, TR PAD MODES, SAMPLER and more, and dedicated FX control knobs for unlimited creative options.

The DJ-808's dedicated vocal processor – the VT Voice Transformer – can drastically transform any voice for dramatic effects, as well as pitch the performer's voice to match the key of Serato DJ tracks, via the Auto Pitch function.

In addition to its microphone and DVS-ready turntable inputs, the DJ-808 raises the bar further with two AIRA Link USB ports, enabling DJs to connect compatible Roland synths and electronic gadgets, and to produce a live remix, trigger keyboard arpeggios or play live bass lines, all with a single USB cable. Users can now easily inject new musical elements into their performance or production that will easily sync to their Serato DJ tracks.

The familiar workflow is complemented by smooth, intuitive knobs and faders, adjustable curves, a removable crossfader, and touch-sensitive RGB buttons for HOT CUE, ROLL, SAMPLER, SLICER, PITCH PLAY and TR drum machine triggering. The DJ-808 also offers deep Serato DJ control via built-in DVS support (with the purchase of a Serato DVS license), dedicated loop control buttons, and controls for Serato Flip, HOT CUE, FX and Key Sync.

DJs can cut, scratch and cue with two high-performance platters that offer the lowest latency of any DJ controller. Dual deck mode enables simultaneous control of two decks.

Additional features include:

- 24bit/96kHz audio fidelity

- Control two decks simultaneously with dual deck mode
- 100mm pitch faders
- Unlocks Serato DJ and comes with a Serato Pitch 'n Time DJ license
- Connect turntables or CDJs with the purchase of a Serato DVS license
- 1/8" and 1/4" headphones jacks, combo XLR input jacks, built-in phono pre-amp, and audiophile sound quality

The DJ-808 DJ Controller is offered for a U.S. Street price of \$1499. To learn more, visit [www.Roland.com](http://www.Roland.com).

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#### **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](http://www.Roland.com) or see your local Roland dealer.*

#### **About Serato**

*Serato creates world leading audio software for professional DJs and musicians. Serato is based in New Zealand and has partnerships with many highly regarded hardware, software, and record industry companies worldwide. For more information, visit [Serato.com](http://Serato.com).*

*For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).*