



Press Release

FOR IMMEDIATE RELEASE

Roland Announces SP-404MKII Creative Sampler and Effector



Next-Generation SP Sampler with Vivid OLED Display, Expressive Pads, Expanded Effects, and Numerous Workflow Enhancements for Modern Creators

Los Angeles, CA, October 13, 2021 — Roland announces the [SP-404MKII Creative Sampler and Effector](#), the latest generation model in the legendary SP compact sampler series. Since 2005, SP samplers have been the bona fide kings of performance-based beatmaking, celebrated for their distinctive sound and ability to create rapid-fire beats anytime, anywhere. Carefully refined through community feedback and extensive research and development, the SP-404MKII is faster and better than ever, with a vivid OLED display, expressive new pads, expanded effects, fluid sequencing and sampling, and a massive library of authentic sounds to inspire new music. It is the ultimate SP sampler.

The SP-404MKII has everything creators love about its predecessors—along with some serious upgrades like 17 ultra-expressive pads and updated knobs for smooth, hands-on control. Beatmaking is even quicker with speedy boot time and fast project loading and sample import. Project access is also easier via 16 GB of internal storage, which comes preloaded with a large collection of curated samples to inspire the creative process right away. Users can create beats anywhere with AA or mobile battery power, interface with mobile devices via USB, or collaborate with partners using the dual headphones outputs and mic/guitar input.

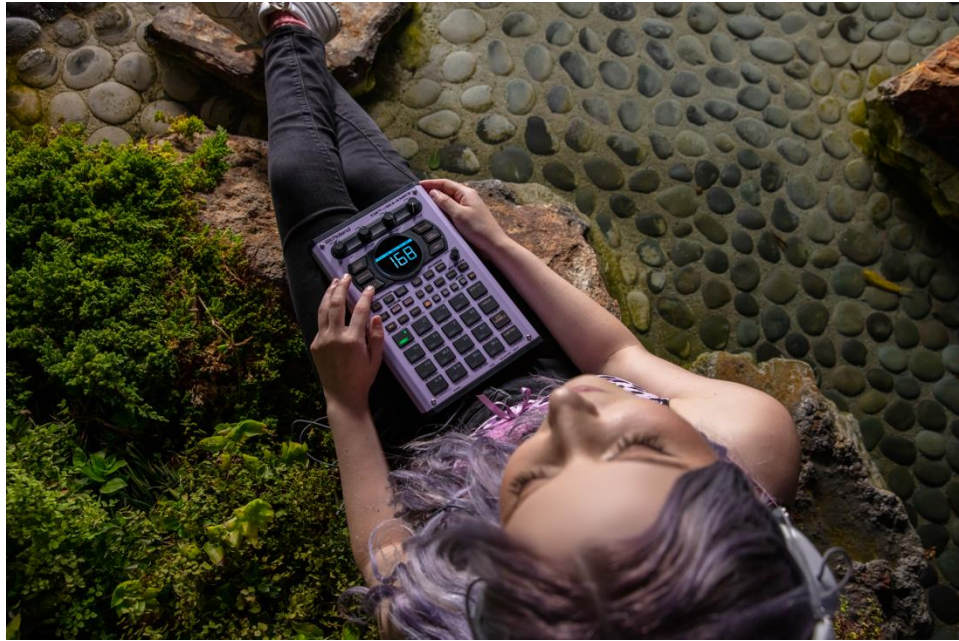


Sample editing is ultra-smooth with the SP404MKII's OLED screen and zoomable waveform view. Users can chop up samples in real-time or employ auto chop to slice samples automatically, then finesse them with envelope and pitch shift. The new resampling workflow enables users to re-record patterns and effects layers for detailed sound design. And with Skip Back Sampling, it's possible to capture inspired moments by recalling up to 25 seconds of audio from the most recent performance.

The SP-404MKII features both legendary SP effects and a selection of new classics. Legacy staples like Vinyl Simulator and DJFX Looper are complemented with powerful additions that include Lo-fi, Cassette Simulator, and Resonator. Users can also plug into the mic/guitar input and jam with ready-to-go Vocoder, Auto Pitch, and Guitar Amp Simulator effects.

The enhanced sequencing features in the SP-404MKII provide the flexibility to create patterns with unique feel and energy. There's adjustable input quantize and shuffle for custom swing, Pad Link for firing off multiple samples with a single tap, a Roll button for variable note repeat, and a BPM-per-bank for instant tempo changes. It's also possible to organize patterns for different sets and chain them together to automate playback.

SP users are famous for personalizing their hardware to match their musical style and branding, and the SP-404MKII makes this process easier than ever. They can download a faceplate template to create custom overlays, style their startup screen with personalized logos, and select a screensaver that matches their creative vibe.



With the [SP-404MKII App](#) from Roland Cloud Manager, beatmakers can take the SP experience even deeper with a Mac or Windows computer. This powerful app enhances workflow with a large sample waveform view, a pad matrix for sample and pattern management, easy import and export of files, and the ability to convert legacy SP-404SX and SP-404A projects to MKII format. Roland Cloud is also home to [Beatmaker Sample Packs](#), an exclusive series of premium sample collections created by top sound designers and musicians to inspire productions on the SP-404MKII.

Availability & Pricing

The SP-404MKII Creative Sampler and Effector will be available in the U.S. in November for \$499.99.

For the full press kit, including hi-res images, specs, and more, [click here](#).

To learn more about the SP-404MKII and Roland Cloud, visit [Roland.com](#).

**Price at the time of publishing.*

About Roland Corporation

For nearly 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, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](#) or see your local Roland dealer.

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