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ROLAND DJ-808 DJ CONTROLLER, TR-09 RHYTHM COMPOSER, TB-03 BASS LINE, AND VP-03 VOCODER NOW AVAILABLE

October 5, 2016, Los Angeles, CA — Roland announces the availability of four new products: the DJ-808 DJ Controller and the latest models in the Boutique series, the TR-09 Rhythm Composer, TB-03 Bass Line, and VP-03 Vocoder.

Roland's first DJ controller, the [DJ-808](#) (Street \$1499), co-developed with DJ software innovator Serato, features a standalone professional 4-channel mixer, built-in drum sequencing, vocal processing, external instrument connectivity, and the deepest Serato DJ integration available. The DJ-808 also offers a built-in, customizable Roland TR-S drum machine featuring 606, 707, 808 and 909 drum sounds. A 16-step TR-S sequencer offers trigger control over the Serato Sampler within Serato DJ. In addition to microphone and DVS-ready turntable inputs, two AIRA Link USB ports enable DJs to connect compatible Roland synths and electronic gadgets, and to produce a live remix, trigger keyboard arpeggios or play live bass lines that will sync to Serato DJ tracks. The onboard VT Voice Transformer can transform and pitch the performer's voice to match the key of Serato DJ tracks, via the Auto Pitch function. Velocity-sensitive RGB color pads and dedicated FX control knobs are also on board.

The [TR-09](#) (Street \$399) offers the power of Roland's TR-909 drum machine in a compact and affordable format, with a 16-step TR-REC programming style and Step or Tap write modes. It also lets musicians fine-tune parameters and switch modes without interrupting their beats. The [TB-03](#) (Street \$349) fully captures the authentic sound and character of the original TB-303. The new four-digit LED display allows enhanced programming, while rotary dials give hands-on control. Saw and square waveforms are complemented by new overdrive, delay, and reverb effects. In addition to the original's Pitch and Time write modes, there's an all-new Step mode and fine tempo control, and sequences can continue playing while switching modes. The compact [VP-03](#) (Street \$349) takes cues from the VP-330 Vocoder Plus. True to the VP-330, the VP-03 has vocoder, human voice, and string sound sources on board. It also includes a gooseneck XLR microphone, and can be paired with the optional K-25m Keyboard Unit. New features include 16 Chord Memory setups for one-finger chord playback, plus a new Voice Step Sequencer. Each new Boutique series model recreates the sound, interface, and operation of classic Roland products. Powered by Roland's advanced ACB (Analog Circuit Behavior) technology, each one also offers enhanced features such as a mini speaker, modern connectivity with external gear, and battery or USB power.

To learn more about these products, visit Roland.com/us.

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/us or see your local Roland dealer.

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