Roland   Press Release

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ROLAND VIRTUAL SONICS ANNOUNCES THE RELEASE OF ROLAND'S FIRST-EVER SOFTWARE TR-808

Los Angeles, CA, March 5, 2018 — Roland Virtual Sonics proudly announces the release of the first-ever Roland TR-808 Software Rhythm Composer to the Roland Cloud service. For the first time in history, Roland has created an authentic software reproduction of the original TR-808 Rhythm Composer, and it is now available as both a VST and AU plugin for use in popular digital audio workstations.

The TR-808 is one of the most revered and sought-after electronic musical instruments of all time. It is so desirable that original units sell for thousands of dollars on the used market, and it's often been imitated with sound-alike sample-packs, less-than-faithful apps, and knock-offs. But the 808 is a complex beast and far more than the sum of its parts. Its iconic user interface and the unique character created by the sounds responding to and interacting with each other are vitally important to conjuring up that authentic TR-808 personality.

Using its revolutionary Analog Circuit Behavior technology, Roland has painstakingly recreated the original analog circuits that are the essence of the TR-808's distinctive sound. Every nuance and detail present in the original hardware is accounted for, resulting in a living, breathing TR-808. This software adaption not only sounds and acts true-to-life, but it also injects new and exciting enhancements into the classic 808 formula.

For example, each pattern has eight variations, allowing creators the ability to define evolving sequences with limitless possibilities. The classic 16-step "TR-REC" sequencer can be expanded to include a sequencer lane for each drum instrument so users can program faster and more fluidly. The built-in sequencer has adjustable flams and sub-steps so that detailed fills and ratcheting sequences can easily be created. Each instrument has its own "last step" and shuffle settings for atomic timing control, experimentation with polyrhythms, and to dial in just the right groove for a track. Musicians and producers can even drag patterns from the TR-808 directly into their DAW as MIDI or audio clips.

Roland Cloud represents the world's most powerful cloud-based suite of high-resolution software synthesizers and sampled instruments, connected services and software for modern music creators. A global community of artists, creators and dreamers has easy access to an ever-growing catalog of legendary and brand-new software instruments. The current musical ecosystem has been revolutionized to allow modern music creators and producers to easily connect to their sounds, their workflow, and each other.

"The team at Roland Virtual Sonics is overjoyed to add Roland's first official software TR-808 to the burgeoning catalog of powerhouse instruments already available via the Roland Cloud service. The

Roland TR-808 was responsible for shaping entire genres of music, and we can't wait to hear how it continues to do so in the future, especially now that it is more attainable than ever," said Roland Virtual Sonics Co-Director Jeremy Soule.

To learn more about the Roland Cloud and the release of the TR-808, TR-909 and SRX Orchestra soft synths, visit RolandCloud.com.

About Roland Virtual Sonics
Roland Virtual Sonics LLC. represents the joint venture between Roland Corporation Japan and Seattle based Virtual Sonics. We are a software, services and media solutions provider that represents the next wave in the evolution of modern music creation, and our first full offering is called Roland Cloud. Through Roland Cloud, we work to alleviate many pain-points that plague both professional and amateur musicians, producers, and creators, including the lack of access to truly high-resolution virtual instruments, the need for open and supportive community, access to mentoring, and more. Become a Roland Cloud member today by visiting https://www.rolandcloud.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.