

Press Release

FOR IMMEDIATE RELEASE

ROLAND RELEASES VERSION 2.0 UPDATE FOR THE TR-8S RHYTHM PERFORMER



Free Firmware Update Offers Next-Level Enhancements That Make the TR-8S the Most Complete Drum Machine Ever

Los Angeles, CA, August 11, 2020 — Roland announces <u>TR-8S Version 2.0</u>, a powerful new firmware update for the flagship drum machine in the AIRA series. Carrying on the genredefining legacy of legendary Roland drum machines like the TR-808 and TR-909, the forward-thinking <u>TR-8S Rhythm Performer</u> has been lauded by musicians, producers, and reviewers around the world. The free Version 2.0 update makes this already-powerful instrument the most complete drum machine ever, offering next-level enhancements like an FM synthesis engine with Morph control, expanded performance effects, and helpful reload functions to speed up workflow.

The TR-8S puts an unlimited creative palette at users' fingertips with ACB recreations of historic TR drum machine sounds, a diverse range of onboard samples, mono/stereo sample import capability, and premium effects—all driven by the famous "TR REC" sequencer and a deep mixing interface built for real-time performance. Version 2.0 extends the possibilities even further, bringing a new dimension of sound creation to the iconic TR platform.

The newly added FM synthesis engine delivers an array of futuristic tone colors, including silvery metallic hits and other harmonically rich percussion sounds. Users can sweep through sonic variations with the ultra-expressive Morph control, wildly manipulating FM depth, ratio, and feedback with simple knob movements. FM sounds can be freely blended with classic TR sounds and custom samples, paving the way to never-before-heard grooves.



The TR-8S includes many percussion-tuned effects for enhancing individual sounds or entire kits with character, depth, and space. Version 2.0 adds Saturator, Freq Shift, Ring Mod, and Spread effects to the mix, which can be assigned to control knobs for shaping sounds on the fly.

Version 2.0 also adds many reload functions that restore pattern and kit elements to their stored states with quick actions, providing exciting new ways to manipulate beats while creating sounds and performing live.

To learn more about the TR-8S Version 2.0 update, visit Roland.com.

For the full press kit, including press release, hi-res images, and more, click here.

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.

Press Contact:

Claire Rocawich

Account Director Max Borges Agency +1 (305) 374-4404, Ext.110 roland@maxborgesagency.com

Company Contact: Rebecca Eaddy Global PR/Media Relations Manager Roland Corporation +1 (323) 890-3718 rebecca.eaddy@roland.com