

serato Roland

Serato & Roland Team Up For Special Edition Vinyl Celebrating the TB-303 Bass Line & TR-606 Drumatix's Enormous Influence on Electronic Music

Created in Collaboration with J. Rocc, Fast Eddie, Shadow Child & DJ Haus, The Vinyl Will Drop on March 3 in Honor of "303 Day"



March 3, 2024 (Auckland, NZ) – Today, [Serato](#) and [Roland](#) announced that they're teaming up to unveil a special edition vinyl on March 3 in celebration of "303 Day." Created in collaboration with trailblazing DJs **J. Rocc**, **Fast Eddie**, **Shadow Child** and **DJ Haus**, the **Serato + Roland TB-303 Bass Line / TR-606 Drumatix Control Vinyl** will act as both a time capsule and toolkit to honor Roland's iconic 303 and 606 synthesizers.

Released in 1981, Roland's TB-303 Bass Line Synthesizer and TR-606 Drumatix revolutionized the audio industry. Despite being widely misunderstood when launched, the instruments later became an integral part of electronic music culture. By the late '80s and early '90s, the TB-303 and TR-606 had completely captivated a generation and inspired some of the most iconic sounds from the era. Now - in celebration of the instruments whose presence is still widely felt

today - Serato and Roland invite DJs to tap into the other-worldly sounds of the TB-303 and TR-606 with the 12-inch double Serato control vinyl.

The first record pays tribute to the distinctive bass lines of the 303, reinterpreted by hip house pioneer Fast Eddie and influential dance music DJ and producer Shadow Child. The second record simulates the pulsating drum beats of the 606 reinvented by seminal producer DJ Haus and J. Rocc, one of the original turntablists.

“When I first heard the 606, it was a revelation – it’s right up there with the best,” said **J. Rocc** of the legendary synthesizer.

Sharing his deep history with the TB-303 Bass Line, **Fast Eddie** said, “If it wasn’t for the 303, I wouldn’t even be here right now talking to you. That’s my history.”

The artist collaborators hope to inspire DJs and producers to continue blending the past with the future by crafting beats that recreate the magic of Roland’s legendary machines. Check out more of what J. Rocc, Fast Eddie, Shadow Child, and DJ Haus had to say about the project [HERE](#).

Each vinyl was designed with complementary BPMs, allowing for flawless synchronization when played together. DJs can also blend them with their existing record collection or integrate them seamlessly with tracks in their DJ software. The flip side (B & D) of each vinyl offers the Serato control tone for purists.

The records showcase how the revered sounds of Roland’s TR-606 and TB-303 continue to influence the landscape of electronic music today.

The Serato + Roland TB-303 Bass Line / TR-606 Drumatix Control Vinyl will be available for purchase starting March 3rd on “303 Day” at select retailers. The full list of retailers can be found [HERE](#).

About Roland Corporation:

For more than 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, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

About Serato:

Since its inception in 1999, Serato has been at the cutting edge of audio software innovation, enabling DJs, producers and artists to take their creativity and performance to the next level. The brand's first-ever product, Pitch 'n Time, has become the industry standard for time-stretching audio and forms the backbone of the company's core product, Serato DJ. One of the most widely used and powerful DJ software tools available today, Serato DJ is constantly updated with new features and is revered by the most iconic DJs of our time. Serato has also established itself as a leading brand in music production with Serato Sample and Serato Studio, which have become go-to tools for Sample-based producers and beat-makers alike. In 2022 and 2023, Serato transformed the industry once again through the introduction of its real-time stem-splitting technology Serato Stems across its product range, to global and industry acclaim. Serato's advanced suite of music production tools provides creators with endless possibilities for producing, sampling and remixing music that will continue to drive culture forward.

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