



Press Release

FOR IMMEDIATE RELEASE

Roland Unveils VERSELAB MV-1 Song Production Studio



All-in-One Composition Tool with Inspiring Workflow, Vocal Recording, Sequencing, ZEN-Core Sounds, and More

Los Angeles, CA, January 11, 2021 — Roland introduces [VERSELAB MV-1 Song Production Studio](#), an innovative new composition tool for modern music creators. Offering an all-in-one design for go-everywhere production, VERSELAB allows composers to create professional multi-track songs with vocal recording, 16 velocity-sensitive pads, and Roland's famous 16-step TR-REC rhythm sequencer. VERSELAB's onboard ZEN-Core sound engine provides a vast library of premium instrument and rhythm sounds to choose from, while future integration with Roland's Zenbeats music creation app will allow users to enhance their workflow with a computer or mobile device.

VERSELAB gives vocalists and beatmakers everything they need to develop songs anywhere. With templates, pattern generators, and a guided workflow that smoothly moves through the process of making tracks, VERSELAB eliminates option paralysis and lets creators focus on what matters most—finishing their music.

Users can easily record vocals via the built-in mic or an external XLR mic and add an array of contemporary effects, from auto-pitch to harmonizers. The powerful ZEN-Core engine delivers a history of classic Roland instruments and a wide range of curated sounds for quick-fire

inspiration. The TR-REC sequencer and 4x4 pads provide a direct, hands-on interface that's perfect for building drum tracks, bass lines, and melodic parts as fast as the ideas come.

VERSELAB also includes an arsenal of pro mixing and mastering effects to create polished tracks ready for distribution. Plug-and-play integration with Roland's popular Zenbeats app will be coming soon, providing even more production options by interfacing with a computer, tablet, or smartphone.

Availability & Pricing

The VERSELAB MV-1 Song Production Studio will be available in January 2021 for \$699.99.

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

Learn more about the VERSELAB MV-1 at [Roland.com](https://roland.com).

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](https://roland.com) or see your local Roland dealer.

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