

FOR IMMEDIATE RELEASE

Press Contact:

Public & Investors Relations Group
Personnel & Corporate Affairs Dept.

Roland Corporation

koho@roland.co.jp

<https://www.roland.com/>

ROLAND DEBUTS FIRST DJ CONTROLLER



Introducing the DJ-808.

A DJ Controller Co-developed with Serato that features built-in drum sounds, synth connectivity, voice transformer and more.

Hamamatsu, Japan, September 10, 2016 — Roland debuts their first DJ controller, the DJ-808, co-developed with DJ software innovator, Serato. It features a standalone professional 4-channel mixer, built-in drum sequencing, vocal processing, external instrument connectivity, and the deepest Serato DJ integration available, bringing together the best of software and hardware in a single, roadworthy instrument for production and live performance.

Beyond typical DJ controllers, the DJ-808 is also an instrument, offering a built-in, customizable Roland TR-S drum machine featuring high-quality, iconic 606, 707, 808 and 909 drum sounds. The 16-step TR-S sequencer offers trigger control over the Serato Sampler within Serato DJ. Also onboard are velocity-sensitive RGB color pads that can be used for HOT CUE, ROLL, TR PAD MODES, SAMPLER and more, and dedicated FX control knobs for unlimited creative options.

The DJ-808's dedicated vocal processor—the VT Voice Transformer—can drastically transform any voice for dramatic effects, as well as pitch the performer's voice to match the key of Serato DJ tracks, via the Auto Pitch function.

Raising the bar further, DJs can also connect compatible turntables, microphones and other Roland synths and electronic gadgets to produce a live remix, trigger keyboard arpeggios or play live bass lines, all with a single USB cable. Users can now easily inject new musical elements into their performance or production that will easily sync to their Serato DJ tracks.

The familiar workflow is complemented by smooth, intuitive knobs and faders, adjustable curves, a removable crossfader, and touch-sensitive RGB buttons for HOT CUE, ROLL, SAMPLER, SLICER, PITCH PLAY and TR drum machine triggering. The DJ-808 also offers deep Serato DJ control via built-in DVS support (with the purchase of a Serato DVS license), dedicated loop control buttons, and controls for Serato Flip, HOT CUE, FX and Key Sync.

DJs can cut, scratch and cue with two high-performance platters that offer the lowest latency of any DJ controller. Dual deck mode enables simultaneous control of two decks.

Additional features include:

- 24bit/96kHz audio fidelity
- Control two decks simultaneously with dual deck mode
- 100mm pitch faders
- Unlocks Serato DJ and comes with a Serato Pitch 'n Time DJ license
- Connect turntables or CDJs with the purchase of a Serato DVS license
- 1/8" and 1/4" headphones jacks, combo XLR input jacks, built-in phono pre-amp, and audiophile sound quality.

Serato CEO Young Ly said, "Serato's collaboration with Roland opens the door to an exciting new wave of DJ hardware that brings production, live performance and DJing even closer. The DJ-808 combines Serato DJ with the iconic Roland TR-808, and is the first controller from the new partnership. We're the leaders in DJ software, partnering with Roland, a company with such a rich heritage and legacy in instruments and music production is very exciting. We're bringing our collective experiences and knowledge together to create the future."

Roland CEO Jun-ichi Miki said, "Roland is proud to bring its rich history of musical instruments to the field of digital DJing. Serato, a world leader in DJ software, is the perfect partner to share this vision for the future of DJ performance. The fusion of Serato's core audio technology, such as Pitch 'n Time, and the classic sounds of Roland's legendary drum machines, have created the first and only instrument for the producer DJ. This is an exciting first step for Roland into a new world – a world that will inspire the next generation of performers.

DJ-808 DJ Controller promotion movie: <https://youtu.be/KWpRkLbloA>

To learn more about the DJ-808 DJ Controller, visit Roland.com.

About Roland

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, vocal products and professional audio and video 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.

About Serato

Serato creates world leading audio software for professional DJs and musicians. Serato is based in New Zealand and has partnerships with many highly regarded hardware, software, and record industry companies worldwide. For more information, visit Serato.com.