

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.RolandUS.com

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Press Contact:

Amanda Whiting
Media Relations Manager
(323) 890-3718
Amanda.Whiting@RolandUS.com

ROLAND INTRODUCES SP-404SX LINEAR WAVE SAMPLER

Los Angeles, CA, September 1, 2009 — Roland Corporation U.S. is pleased to announce the [SP-404SX Portable Sampler](#). This update to the popular SP-404 offers 44.1kHz/16-Bit sound quality, improved DSP effects, a more versatile pattern sequencer, and easier data management.

The SP-404SX includes 29 DSP effects -- including filter, delay, unique voice effects, subsonic, and looper — that switch seamlessly for a smooth performance. Twelve trigger pads, three control knobs, and a Sub Pad for rapid triggering allow DJs, musicians, and sound engineers to trigger samples and jingles and apply effects on the fly at the club, gig, or theater.

The built-in microphone, simple user interface, and optional battery operation enable recording with the SP-404SX anywhere inspiration strikes. It is also easy to import samples and utilize the high quality effects onboard for sound design or unique live performance purposes. The more versatile pattern sequencer now includes an improved quantize mode with new shuffle feel for intuitive, non-stop loop recording.

“Roland’s SP-Series samplers are popular worldwide among DJs, musicians, and sound engineers alike,” says Vince LaDuca, Product Marketing Manager. “To keep our number one market position and reach new customers, we are pleased to introduce this upgraded version of the SP-404.”

The SP-404SX will be available in October with an MSRP of \$465.50.

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 over 35 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.RolandUS.com>.

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