

## FOR IMMEDIATE RELEASE

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## ROLAND RELEASES SP-555 SAMPLER

**Austin, Texas, July 27, 2007**—Roland's punches up its popular SP Sampler lineup with the new flagship SP-555 Sampling Workstation. Complete with 16 velocity sensitive pads, 37 Fantom-quality effects, an exciting new LOOP CAPTURE function, beefed up internal sample memory, and total computer integration with USB MIDI/AUDIO connectivity—the new SP-555 is the perfect weapon for artists looking for new ways to get their creativity juices flowing.

Created for DJs, loop based performers and sampler junkies alike, the competitively priced SP-555 model offers customers a simple and stress-free approach to beat-making. Whether it be the 555's down and dirty sampling capabilities that allow users to assign samples directly to individual pads, or the dynamic new LOOP CAPTURE function that allows them to grab spontaneous, live performances this new sampler offers something for everyone looking to carve out their own unique style.

The new LOOP CAPTURE function allows users to sample live audio from the 555's inputs, (you can also play loops from the pads of course), with real-time effects tweaks. Additionally, artists can connect a footswitch to the SP-555 to activate the LOOP CAPTURE allowing them to stack individual parts on top of one another. The SP-555 makes it easy to build-out phrase loops in real time by simply activating the Overdub Mode.

The SP-555 boasts an expanded internal memory with almost six minutes of stereo sampling time, or to compact flash cards up to 2 gigabytes in size, for a total of over 12 hours of sample time. Like all other SP models, the 555 streams audio in real-time directly from the Compact Flash card, preventing any irritating audio flow interruptions.

The 37 Fantom-quality effects make the SP-555 stand out from the crowd. Effects include classics like the Voice Transformer, Delay and Isolator, and brand new effects like Super Filter, Amp Simulator Step Ring Modulator and DJ FX Looper. The SP-555 can save custom effects settings to the Effect Memory section and recall patches directly from the pads.

In addition to an army of button and knobs, the new SP-555 also contains Roland's proprietary V-Link and D-Beam technologies giving beat makers new and organic ways to tweak their samples in a live setting, or in the studio.

Thanks to the onboard USB-MIDI/AUDIO and bundled Cakewalk SONAR LE and Wave Converter software, artists can easily fly beats and sounds back and forth from their laptops with stress-free ease.

In addition to the newest enhancements, the SP-555 shares the same standard feature sets and functions found in the SP-404, including tap tempo, a low-fi sampling mode, and onboard mic and I/O.

*Roland is a world leader in the design, manufacture, and distribution of electronic musical instruments, professional audio equipment, multimedia products, and music accessories. For more information, please visit us online at <http://www.Roland.com/products/en/> or website of Roland nearest to you.*

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