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Roland Officially Debuts The MV-8800

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Roland has officially announced the upgraded MV Beat Production Center, the MV-8800.

With its powerful hands-on features, and its ability to incorporate a VGA monitor and mouse, it brought the best of the hardware and software based production worlds together and stepped in to give the Akai MPC lineup some real competition.

In fact, Roland's market timing couldn't have been better when they originally dropped the MV-8000. Akai was floundering, and Roland wanted a nice chunk of that market.

Now that Akai is part of the savvy Alesis group, they're back on track, so now Roland had to step it up. Roland sets a new standard in production power and flexibility with the MV-8800.



The 8800 is basically a fully blown-out MV-8000 with all the bells and whistles in one sweet package. It's a complete production solution, from beat creation and multitrack recording to mixing, mastering and CD burning, and the answer to a hip-hop producers dream.

MV-8800 Features:

- * Tight integration of drum machine-style pattern recording and DAW-style linear recording
- * Realtime control of audio pitch and time, groove quantize, and pattern/song arrangements as great for both studio and stage
- * World-class sound library pre-installed on the internal hard drive
- * Legendary Roland instrument and effects models onboard, including TR-808, TR-909, SRV reverb, SDD-320 Chorus, SBF-325 Flanger, Boss BF-2 and HF-2, and RE-201 Space Echo
- * Three MIDI ports (IN x 1, OUT x 2) for connecting external MIDI devices
- * Color LCD with icon-oriented interface
- * Accepts external VGA monitor (optional) and optical mouse

The MV-8800 is a fully equipped sampler and synthesizer with parameters that can be edited and automated with the assignable sliders and/or with a VGA monitor and mouse (VGA monitor optional; mouse included).

It's also an advanced multitrack recorder equipped with an automated 24-channel stereo mixer and mega effects processor. Mastering tools are provided as well, including a parametric mastering EQ, enhancer, expander, multiband compressor, mastering limiter, and soft-clip algorithm with output dithering. Create your own sounds or load up to 128 instruments or drum kits at once from the MV-formatted sound library that's preinstalled on the hard drive. Newly created drum kits are provided, including a special collection of 16 vintage drum machines such as the legendary Roland TR-808 and TR-909.

Acoustic and electric pianos, strings, guitars, horns, synth basses, and other essential instruments are also included. An incredible lineup of modern and vintage effects is built into the MV-8800, including models of classic Roland SRV reverbs, SDD-320 Chorus, SBF-325 Flanger, Boss BF-2 and HF-2 pedals, and the legendary RE-201 Space Echo.

The MV-8800's multi-effects processor includes an Analog Modeling Bass that turns the MFX engine into a virtual SH-style bass synthesizer.

All MFX knob tweaks can be automated as you mix.

More information on the Roland MV-8800.