

Roland begins Aira push



Roland has launched its latest big product hope, the new Aira range of electronic music tools based around its own Analog Circuit Behaviour technology.

The first four products introduced in the Aira series are the TR-8 Rhythm Performer, TB-3 Touch Bassline, VT-3 Voice Transformer, and System-1 Plug-Out synthesizer.

At the heart of the range is Roland's newly developed Analog Circuit Behaviour (ACB) that faithfully captures the sound and feel of some of Roland's best-known electronic classics. It utilises original design specs, consultation with original engineers, and a detailed part-by-part analysis of each analog circuit using Roland's collection of archived drum machines and synths.

TR-8 Rhythm Performer

The TR-8 (pictured) is a performance rhythm machine that echoes the sound of the TR-808 and TR-909, which produced arguably the most influential drum sounds in modern music. The new model couples the authentic tone and character of the original units with new sound-tweaking capabilities and performance functions.

TB-3 Touch Bassline

Based on the TB-303, the new TB-3 Touch Bassline is a performance-ready bass synthesizer with authentic sound and intuitive controls including a pressure-sensitive touch pad.

VT-3 Voice Transformer

Processed vocals are common in music today, but reproducing them live continues to be a challenge. The VT-3 is designed to smoothly alter Pitch and Formant and can introduce Vocoder, Synth, lo-fi and other heavily processed vocal sounds into studio tracks and live performances.

System-1 Plug-Out Synthesizer

Plug-Out technology means the System-1 can control—and even host—software recreations of classic Roland synthesizers with no computer connected and can even switch between its native sounds and those of the Plug-Out synthesizer.

The entire range will be available by the end of second quarter 2014.