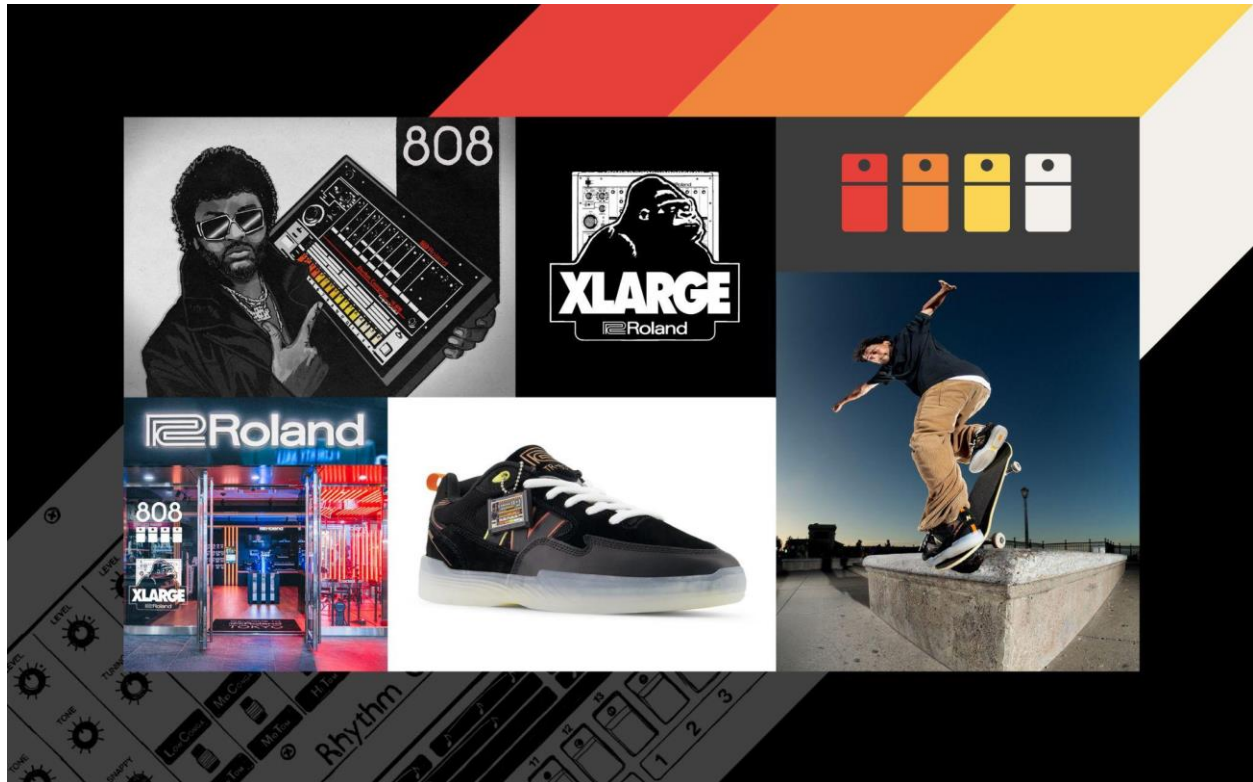




Press Release

FOR IMMEDIATE RELEASE

808 Day 2025: Roland Celebrates 45 Years of Rhythm Culture



Highlights include The Rhythm Creators animated video series debut, limited-edition New Balance sneaker and XLARGE lifestyle collaborations, SESSIONS Atlanta mixer, in-store parties, and more

Los Angeles, CA, August 7, 2025 — [Roland Corporation](#) celebrates the 45th anniversary of its iconic TR-808 Rhythm Composer today. Since its debut in 1980, the TR-808, commonly known as “the 808,” has shaped the creation of musical genres from hip-hop to techno, trap, and beyond. Its unmistakable sound has powered decades of iconic tracks, from smash hits like Whitney Houston’s “I Wanna Dance with Somebody” and Beyoncé’s “Drunk in Love” to a sea of underground techno, electro, and hip-hop anthems. TR drum machines have laid the musical pulse for generations, fueling global rhythm culture through the hands of producers, DJs, and creative visionaries who continue to push its legacy in new directions.

To celebrate this 808 Day, Roland will unveil a series of special releases—including a limited-edition sneaker collaboration with New Balance—and global events that pay tribute to the 808's enduring legacy and cultural impact.

Rhythm Creators

As part of the celebration, Roland is launching ***The Rhythm Creators***, an eight-part animated video series highlighting untold stories from artists shaped by the legacy of its most iconic rhythm machines—the TR-808 and its influential successor, the TR-909. Each episode blends humor, reverence, and nostalgia, and features stylized animation by Detroit artist Vaughn Taormina and narration from the artists themselves.



Episode one premieres today with Egyptian Lover, with new installments featuring Prince Paul, Fatboy Slim, Soul II Soul's Jazzie B, and other trailblazing artists dropping throughout August and into September.

New Balance Collaboration

Roland and iconic footwear brand [New Balance](#) have relaunched the special edition Tiago Lemos NM808 x Roland sneaker. This collaboration exemplifies the 808's impact on music and culture, showcasing the unique intersection of skateboarding, hip-hop, and fashion.



Tiago Lemos wearing the new TR-808-inspired New Balance shoe.

To further celebrate this collaboration, Roland and New Balance are hosting Atlanta's creative community for an exclusive industry mixer dedicated to the 808's legacy in the birthplace of trap music.

The mixer will be hosted at [SESSIONS Atlanta](#), the iconic studio run by legendary producer Tricky Stewart. Highlights will include private Roland product demonstrations, live performances by [Sonny Digital](#) and [Mix Master David](#), as well as an appearance by the popular BackTrack podcast host Don Cannon. Guests will also check out the Tiago Lemos NM808 x Roland sneakers in person.

The Tiago Lemos NM808 x Roland sneakers will be available starting on August 8 at 9 a.m. EDT for \$114.99 on newbalance.com.

Roland Retail Celebrations: Tokyo and London

In Tokyo, Roland is teaming up with iconic streetwear brand XLARGE for a special 808 Day launch celebration at the Roland and XLARGE stores in the fashionable Harajuku District. The event will include live techno sets from [REMO-CON](#), [Yebisu303](#), and [Ken Plus Ichiro](#), as well as an exclusive first look at the limited-edition XLARGE x 808 capsule collection, available for purchase in-store. The collection includes graphic t-shirts, hoodies, and accessories that fuse

XLARGE's signature streetwear aesthetic with Roland's iconic 808 design language. Guests will also have the rare opportunity to see the original TR-808 machine on display as part of the evening's festivities.

Roland Store London is also hosting an in-store celebration today, presenting further opportunities for guests to purchase the XLARGE x 808 capsule collection in-person and [online](#) from around the world. In addition, the event includes live sets by [DJ Complexion](#) to keep guests moving for an upbeat, energized celebration.

Roland Cloud

A founding member of the Los Angeles rap scene, hip-hop legend Arabian Prince, best known for tracks like "Panic Zone" and "Situation Hot," is coming to Roland Cloud users worldwide. The [TR-808 Arabian Prince sound pack](#) allows users to utilize his classic patterns and sequences like never before via a Roland Cloud Pro or Ultimate membership or Lifetime Key purchase.

Also, until 9/09 (September 9th), the [TR-808 Software Rhythm Composer](#) is available for only \$49—an authentic option for easily accessing the classic 808 sound within DAWs.

For more explorations into TR rhythm culture, view Roland's favorite 808 articles below:

- [Arabian Prince on 808's Technology and West-Coast Hip-Hop](#)
- [How Yellow Magic Orchestra Launched the 808 Revolution](#)
- [Sound Behind the Song: "Drunk in Love" by Beyoncé](#)
- [Nothing Sounds Quite Like an 808: Analyzing the Sound That Changed Music](#)

To view more information about Roland's additional 808 Day celebrations and collaborations, visit the official TR-808 promo page at [roland.com](#).

#808DAY

About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](#) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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