



ROLI

## ROLI launches Beatmaker Kit, a fun new way to learn beat-making and produce tracks

*All-in-one kit includes ROLI's Lightpad Block and a 6-month subscription to Melodics, the skill-building program*

**October 11, 2018**

London — ROLI today releases a kit that helps beat-makers of all abilities improve their skills, play with hundreds of mind-blowing sounds, and produce tracks — all for \$299 (£249, €279).

The Beatmaker Kit is a hardware-software package that takes a track from start to finish. It centers on the high-powered Lightpad Block and Loop Block — two ROLI Blocks with a surface area the size of a postcard— and includes a suite of software that caters to everyone from learners to skilled producers.

The all-in-one Beatmaker Kit is designed for:

- **Learning:** Take your beat-making skills to the next level with a free 6-month subscription to [Melodics](#). In hundreds of fun and interactive lessons, the program teaches everything from basic finger drumming to advanced playing techniques. Melodics integrates perfectly with ROLI's Lightpad Block.
- **Playing:** Explore hundreds of expressive sounds included in the kit's desktop and mobile sound engines. ROLI's iOS app [NOISE](#) features drum kits from renowned beat-makers like Grimes and RZA. Sounds in desktop programs like [Equator Player](#) span everything from strings to synth leads. Bend and shape each sound on the surface of the Lightpad Block.
- **Producing:** Create amazing tracks with hardware and software production tools. The controls of the Loop Block help you record and produce faster, without breaking your flow. Ableton Live Lite, the included digital audio workstation (DAW), is customized for the Lightpad Block — which is also compatible with all leading DAWs.
- **Traveling:** Take your kit anywhere. The Lightpad Block and Loop Block are small, lightweight, and extremely portable. They connect wirelessly with the sounds in the NOISE app. Even if your kit is connected to desktop software, it still fits in a backpack with a laptop computer or iPad.

Beatmaker Kit is the latest evolution of [ROLI BLOCKS](#), the modular music-making system. Since 2016 BLOCKS has become more accessible. An increasing number of software programs — from Apple's GarageBand to Steinberg's Cubasis app — are compatible with the system's MIDI Polyphonic Expression (MPE) controllers, which are the most affordable on the market. With approachable software and a price point of \$299, the kit empowers more people to make music with BLOCKS.

New Blocks have also made the system more powerful. The next-generation [Lightpad Block M](#) is the tactile playing surface of Beatmaker Kit. Launched in 2017, it features enhanced touch sensitivity and brighter LED illumination.

Melodics has demystified beat-making to a global audience of learners who love the interactive, gamified approach of its lessons. Melodics caters to all abilities and offers thousands of hours of course content across multiple musical styles. Its lessons teach keyboard playing techniques as well as finger drumming and other beat-making techniques. The desktop app was launched in 2014 by Sam Gribben, the former CEO of Serato, who was motivated by the challenges he personally faced in building new music-making skills.

Beatmaker Kit will be available to purchase from October 18. Buy from ROLI.com and retailers worldwide including Guitar Center, John Lewis, Sweetwater, and Amazon.

Watch the [Beatmaker Overview Film](#), and learn more about how a portable, powerful, all-in-one kit can help anyone unleash their beats.

**For more information:**

Will MacNamara, ROLI Communications

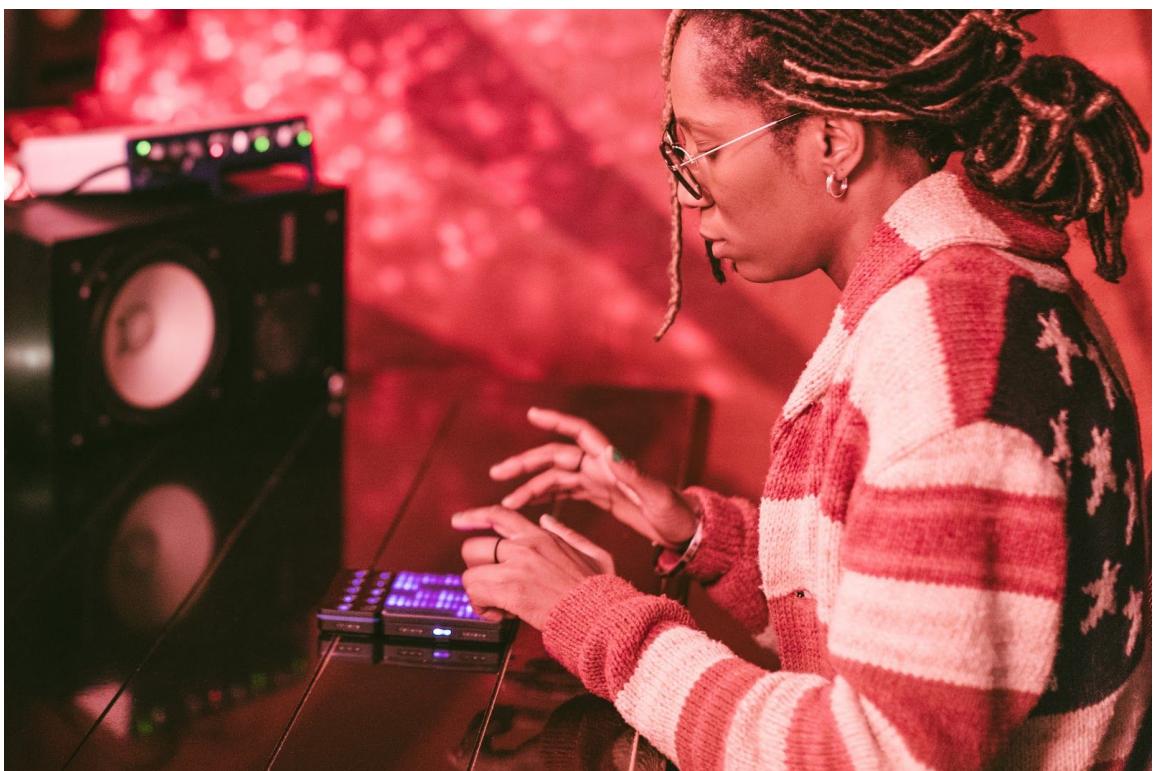
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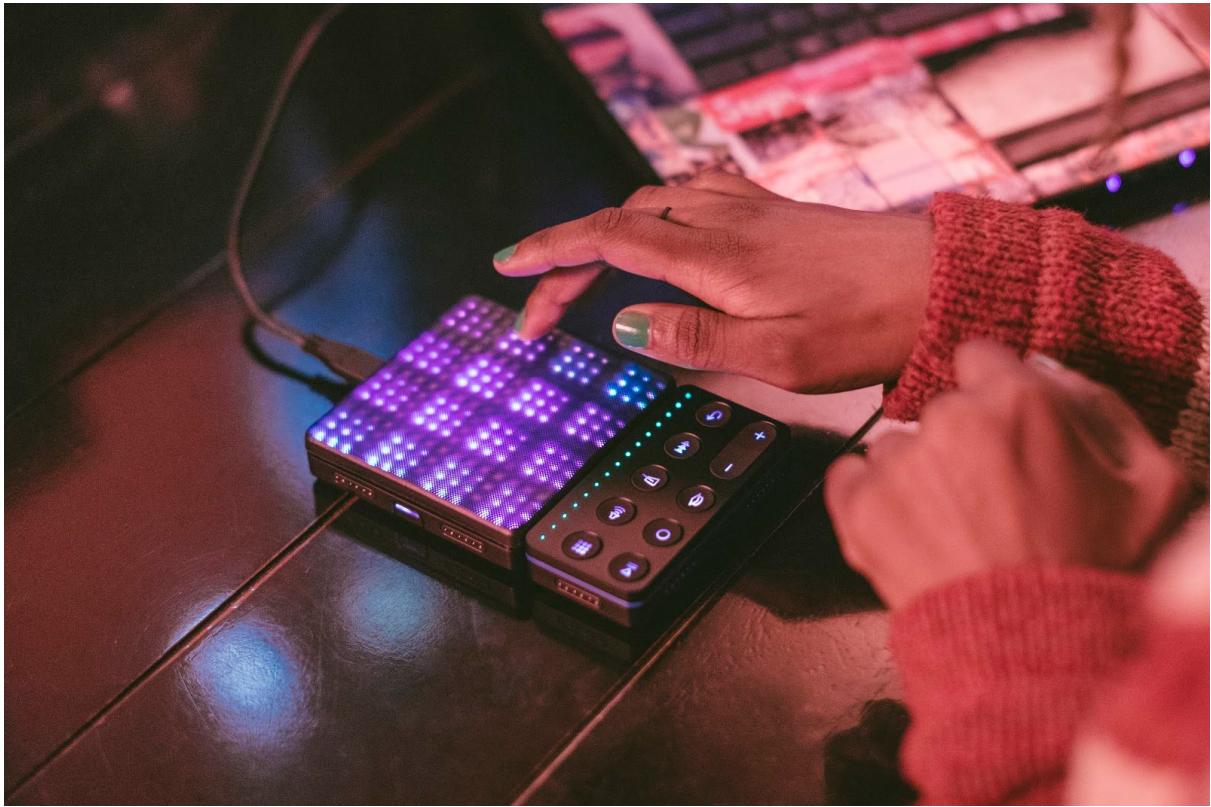
*Beatmaker Kit includes ROLI's Lightpad Block and Loop Block.*



*The Blocks in Beatmaker Kit connect to mobile and desktop software tools for playing sounds and editing tracks.*



*Beatmaker Kit is accessible to anyone from learners to skilled beat-makers.*



You can bend and shape sound on the pressure-surface surface of the Lightpad Block, the centerpiece of the Beatmaker Kit.

#### ROLI BLOCKS IN BEATMAKER KIT:

<b>Lightpad Block</b>	 A photograph of the Lightpad Block, which is a black rectangular device with a textured, illuminated surface. It has a small circular logo on the bottom right corner.	Lightpad Block is a musical touchpad that lets you play any kind of sound, anywhere. Have fun making beats and shaping melodies on a smooth, soft, amazingly touch-responsive surface. It's a MIDI controller that connects with mobile and desktop sound engines. So you can either bring it into a studio environment or play anywhere you bring your connected device.
<b>Loop Block</b>	 A photograph of the Loop Block, which is a smaller black rectangular device with a grid of buttons and a small screen. It has a circular logo on the top left corner.	The Loop Block helps you produce tracks faster with the Lightpad Block. Record loops, play them back, set your tempo, and quantize your loops so they're always in time. These track-building features are right at your fingertips, so you don't need to interrupt your flow by delving into software menus.

## SOFTWARE BUNDLED WITH BEATMAKER KIT

For Learning	For Playing	For Producing
<i>Melodics</i> (6-month subscription)	<i>NOISE</i> (free iOS app)	<i>Ableton Live Lite</i> (DAW)
<i>ROLI PLAY</i> (free iOS app)	<i>Equator Player</i> (desktop sound engine)	
	<i>Strobe2 Player</i> (desktop sound engine)	
	<i>Cypher2 Player</i> (desktop sound engine)	

### About ROLI

ROLI is empowering people of all backgrounds and abilities to make music more expressively. It all started with the Seaboard, ROLI's reinvention of the piano, which launched in 2013 to worldwide acclaim. Since then ROLI has made its uniquely touch-responsive instruments smaller, more affordable, more compatible, and more approachable. It is creating a platform of hardware and software tools that connect perfectly with each other — and are also compatible with popular music-making programs. From premium instruments like the Seaboard RISE to free apps like NOISE, ROLI provides extraordinary new ways for people to make music.

### About Melodics

Melodics is a learning tool that is part game, part music making software. It is a desktop app that adapts to your ability and taste, to make mastering your instrument easy and fun. From beginners to seasoned pros, Melodics caters to all abilities and offers thousands of hours of course content across multiple musical styles. It's free to download and try the first 20 lessons. Subscribing unlocks all course content, including lessons by major international artists, with new tracks added every week.