

FOR IMMEDIATE RELEASE



ALESIS INTRODUCES THE STRATA CORE: A COMPACT, HIGH-PERFORMANCE DRUM KIT FOR INTERMEDIATE AND PROFESSIONAL DRUMMERS

Featuring Advanced BFD-Powered Sound, Responsive Mesh Heads, and a 7-Inch Touchscreen for Seamless Performance Customization

CUMBERLAND, R.I., (October 22, 2024) – [Alesis](#) Drums, a global leader in electronic musical today, announces the launch of the Strata Core; the newest addition to the Strata Series family of electronic drum kits. The Strata Core is designed for drummers seeking professional-grade performance in a more compact format, offering the same advanced features as its larger sibling, the Strata Prime, but at a more approachable price point and a 30% reduced footprint overall. With uncompromising sound quality via its BFD sound engine, ultra-responsive mesh heads, triple-zone ARC cymbals, and a 7” touch screen module, the Strata Core delivers everything intermediate and professional drummers need for practice or performance without the bulk or cost of larger kits. The Core is the ideal solution for home or studio use, packed with features that punch well above its weight class.

"We designed the Strata Core with the modern drummer in mind, offering professional-grade performance in a more accessible, compact format," John Boudreau, Director of Product Management. "The goal was to deliver everything drummers love about the Strata series— incredible sound quality, responsive playability, and world-class technology. We want to make it easier for musicians to practice and perform anywhere. "

Compact Design, Powerful Performance

The Strata Core offers a perfect balance between the feel of acoustic drumming and cutting-edge electronic performance. Featuring dual-zone drums with premium mesh heads and 360-degree responsive ARC cymbals, the Core provides drummers with a professional-grade setup in a smaller footprint, perfect for home studios or smaller spaces.

At the heart of the kit is the Strata Core Drum Module, powered by the legendary BFD engine and a 7-inch touchscreen that simplifies kit navigation, sound customization, and performance editing. With over 75 customizable kits, 370+ kit pieces, 800+ articulations, and 144,000+ samples with multiple adjustable microphone channels, drummers can tailor their sound for any style or setting, whether they are practicing, recording, or performing. The module's intuitive interface makes tweaking kits effortless, empowering users to adapt creatively without limitations.

Designed for the Modern Drummer

For the professional drummer, whether in the studio or on stage, the Strata Core provides seamless integration with advanced I/O capabilities and Bluetooth 5.0 for streaming and connectivity. Its customizable kits ensure that drummers can create kits to match any style or environment, making it an essential tool for both recording and live performance. Additionally, drummers can enjoy a 90-day membership to [Drumeo](#), the leading online platform for drum education, offering lessons from top-tier professionals. Users can take advantage of the included BFD Player desktop application and virtual drum expansion pack, integrating the kit into any DAW-based environment for recording or producing.

Join artists [Klueworld](#) and [Mike Nelson](#) alongside the incredible Dixson and Budda Foster [as they explore the Strata Core and put together an incredible session in minutes. With Strata Core](#), the possibilities are endless.

Alesis Strata Core Drum Kit Features Include:

Drums and ARC Cymbals:

- **Kick:** Strata Kick 8 (8in kick tower, mesh head)
- **Snare:** Strata Drum 12 (12" mesh head with patented anti-hot spot trigger system)
- **Tom 1:** Strata Drum 8in (8" mesh head with patented anti-hot spot trigger system)*
- **Tom 2:** Strata Drum 8in (8" mesh head with patented anti-hot spot trigger system)*
- **Tom 3:** Strata Drum 10in (10" mesh head with patented anti-hot spot trigger system)*
- **Hi-Hat:** ARC Hi-hat 12 Active (12" 360-degree triple-zone cymbal with stand mounted active magnetic control system)
- **Ride:** ARC Cymbal 14 (14" 360-degree triple-zone cymbal)
- **Cymbal 1:** ARC Cymbal 12 (12" 360-degree triple-zone cymbal, patent pending)
- **Cymbal 2:** ARC Cymbal 12 (12" 360-degree triple-zone cymbal, patent pending)

Module:

- **Included Drum Module:** Core Drum Module w/ 7" touchscreen, multi-core processor, powered by BFD3 sound engine.
- **Number of Drums Kits:** 75
- **Number of Instruments** 25+ GB of multi-layered factory content, 370+ Kit Pieces, 800+ Articulations across 4 diverse sound libraries from Alesis and BFD
- **Module Trigger Inputs** 9 via cable snake, 2 x 1/4" TRS (drum and cymbal triggers)
- **Module Analog Inputs:** Stereo 1/8" TRS

- **Module Analog Outputs:** 2x 1/4" TRS (main)
- **Headphones:** 1 x 1/4" & 1x 1/8" Stereo headphone outputs
- **Module Midi I/O:** USB MIDI, 5-pin In/Out, Bluetooth MIDI
- **USB:** 1 x Type B (host) & 1x Type A (storage, external MIDI controllers)
- **User Storage:** 1GB+ internal drive
- **Software:** Free BFD Player and Expansion Packs
- **Included Hardware:** 4-post Steel Rack, 3x Cymbal Boom Arms, Snare Stand

Join [Adam Tuminaro](#) as [he guides you through the complete setup of the Alesis Drums Strata Core](#), covering components, drum rack assembly, mounting drums and cymbals, setting up the kick tower, running cables, and offering setup hacks and tips.

Pricing:

- The Alesis Strata Core is priced at \$1,999 USD.

For technical specs, additional information on new Alesis products and to find a retail partner near you, visit www.alesis.com Join the conversation on social media by following [@Alesis_Gear](#) on Instagram.

***Patent #US 9,424,827 B2**

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ABOUT ALESIS:

Since the 1985 unveiling of the affordable XT Reverb, Alesis has led the charge to create innovative electronic products that benefit every stage or studio musician. Alesis innovation continues with electronic percussion, keyboards, monitors, recording gear, amplifiers, as well as professional products based on Bluetooth technology and Apple's iOS platform. Alesis is a proud member of the inMusic family of premier brands.

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