



## Press Release

# **Roland Corporation Establishes Roland Future Design Lab to Fuel Music Technology Innovation**

*The group's focus will be driving the next 50 years of music creation, performance, and enjoyment*

**Los Angeles, CA, August 1, 2024** — [Roland Corporation](#), the culture-defining maker of electronic musical instruments and applications, today announces the launch of Roland Future Design Lab, an R&D group formed to help design the future of music creation. As a dedicated team of advanced Roland technologists, Roland Future Design Lab will research trends in music, technology, and culture and prototype innovative music creation experiences to inform future product development.

With a focus on boundary-defining innovation, Roland Future Design Lab will explore the creative possibilities presented by emerging technologies such as AI, WEB3, virtual and augmented reality, low-latency wireless connectivity, and more. The team will actively seek input from music creators around the world to garner feedback from end users. Strategic partnerships will be integral to continued success, with the recently established relationship with Universal Music Group and the resulting "AI For Music" and Music Provenance initiatives being led by Roland Future Design Lab.

Roland Future Design Lab is led by Roland Corporation's Paul McCabe, who was recently promoted to senior vice president of research and innovation. Throughout his Roland tenure, McCabe, a dedicated music composer and IT enthusiast, has excelled in various leadership roles, including VP of global marketing and multiple positions at Roland Canada, such as president and CEO, COO, product manager, and marketing communications manager.

"We have entered one of the most exciting and dynamic moments in the history of creativity, where many new technologies are reshaping how we compose, produce, perform, and enjoy music. At Roland, we believe these technologies offer tremendous potential if applied responsibly," said McCabe. "Roland Future Design Lab has been established to continue our leadership in music technology innovation and maintain our position as a driver of creative culture well into the future."

“Roland’s mantra ‘*We Design The Future*’ has guided our approach and company values for decades. The introduction of Roland Future Design Lab showcases our commitment to this deeply mindful approach by allowing us to stay ahead of trends in a rapidly evolving industry,” said Roland Corporation CEO, CIO, and Representative Director Masahiro Minowa. “We are confident that these efforts will both propel us toward growth and success and provide innovative offerings for future generations of music lovers and creators.”

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### **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](http://Roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).*

### **Press Contact:**

Dana Monroe  
Max Borges Agency  
+1 (740) 644-5870  
[roland@maxborgesagency.com](mailto:roland@maxborgesagency.com)

### **Company Contact:**

Rebecca Genel  
Global PR/Media Relations Manager  
Roland Corporation  
+1 (323) 890-3718  
[rebecca.genel@roland.com](mailto:rebecca.genel@roland.com)