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ROLAND AND MELODICS ANNOUNCE “MELODICS FOR V-DRUMS”

Free Downloadable, Interactive Drum Lesson App Dedicated for V-Drums

The NAMM Show, Anaheim, CA, January 8, 2018 — Roland Corporation (ACC North, Level 2, Exhibit 17420) and Melodics™ announce the release of “Melodics for V-Drums,” a dedicated desktop drum learning app for Roland V-Drums, compatible with Mac or PC.

Since the first Roland V-Drums release in 1997, over one million units have been sold all over the world. From top pros to entry-level hobbyists, V-Drums instruments are highly acclaimed for their authentic performance and the various digital advantages that help players enjoy drumming.

Since 2015, Melodics has offered its unique desktop music lesson app to build up the finger-drumming skills of DJs or EDM musicians using pad controllers and drum machines. The app’s lesson programs have a highly visual design that integrates interactive game styles to keep users motivated. Lessons are created by a variety of contemporary musicians to cover a wide range of music genres and playing styles, and new lessons are introduced every week to encourage regular practice.

Roland and Melodics collaborated on the release of the new Melodics for V-Drums app to help Roland V-Drums users create and build up efficient drumming techniques. The app supports V-Drums equipped with a USB computer connector such as the TD-50, TD-30, TD-25, TD-15, TD-11, and TD-1 series, and features 40 free lessons onboard. V-Drums users can start taking lessons immediately after installing the app on their computer and connecting to the V-Drums via a USB cable.

Melodics for V-Drums is being offered currently as a free download. Paid subscribers can enjoy additional 60 lessons, with new lessons being added every week.

Melodics Limited CEO Sam Gribben noted, “We are excited to be working with Roland, the world leaders in electronic drums, to help musicians build and refine their skills. As all great drummers know, practice is the key to mastery. Melodics is designed to help drummers get more from every minute they spend practicing. Not only will you learn faster, you’ll reduce the bad habits that can build up with unstructured practice. With music you’ll love to play to, and tools designed to help you stay motivated, Melodics will feel more like fun than work. Together, Roland and Melodics will help drummers around the world to get better, faster.”

Roland Corporation CEO and Representative Director Jun-ichi Miki added, “Since the first V-Drums release in 1997, V-Drums have been acclaimed by drummers all over the world. We decided to collaborate with Melodics to support effective drum practicing using our V-Drums. Generally, drum practicing tends to be boring and time consuming. The drum lessons available on Melodics cover

various musical styles and help make learning to drum fun and efficient. The combination of using V-Drums and Melodics together is an ideal solution for both beginner and experienced drummers.”

To learn more about the Melodics for V-Drums app, visit <https://melodics.com/vdrums>.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [Roland.com](https://roland.com) or see your local Roland dealer.