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## FOR IMMEDIATE RELEASE

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## ROLAND UNVEILS AIRA MODULAR PRODUCTS

*Powerful New Additions to the Acclaimed AIRA Lineup*

**Los Angeles, CA, April 15th, 2015** — Roland is proud to announce AIRA Modular, a new series in the expanding AIRA line of products for electronic musicians. AIRA Modular products are designed to make modular synthesizers and effects more accessible to all musicians, bridging the gaps between modular synthesis, live performance, and computer integration.

In 2014, Roland introduced the AIRA line to universal acclaim around the world. The AIRA Modular series is a natural addition to the popular lineup, offering classic Roland sound and the power and flexibility of modular gear. Equipped with CV/Gate control, AIRA Modular products feature versatile connectivity for seamless integration with any stage or studio setup.

The SYSTEM-1m is a semi-modular synthesizer with PLUG-OUT capability and a unique design that can be used as a Eurorack module, tabletop synth, or 19" rackmount unit. In addition to being a powerful standalone instrument, the SYSTEM-1m has external inputs and an array of CV/Gate connections that allow it to be re-patched and interfaced with other modular synthesizer systems. The CV/Gate connections, combined with the ability to load classic Roland PLUG-OUT synth models like the SH-101 and PROMARS, give the SYSTEM-1m power and flexibility that is simply unparalleled.

AIRA Modular also includes unique new modular effects combining high-resolution sound and unprecedented control and flexibility. TORCIDO Modular Distortion, DEMORA Modular Delay, SCOOPER Modular Scatter, and BITRAZER Modular Crusher are all compact 21 HP devices that can be used as tabletop units or Eurorack modules. Carefully crafted in Japan, these effects have large, ultra-smooth controls with over 16 million steps of resolution, and are fully re-programmable via computer, smartphone, or tablet. Audio I/O and an array of CV/Gate inputs are easily accessible on the front panel, allowing for quick patching on the fly.

The innovative, modern effects in the AIRA Modular series have a wide range of uses, from studio production to live performance. Not only for modular synth users, they're also perfect for keyboard players, guitarists, DJs, or any adventurous musician looking to expand their sound.

Roland is also pleased to announce the development of the SYSTEM-500, an all-new, fully analog modular synthesizer based on two of the most revered electronic instruments of all time—the SYSTEM-700 and SYSTEM-100m. Designed exclusively for

Eurorack, the SYSTEM-500 delivers classic Roland sound with all the advantages and reliability of a modern instrument.

For more information, visit [RolandUS.com](http://RolandUS.com).

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**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 [RolandUS.com](http://RolandUS.com) or see your local Roland dealer.*

*For high-resolution images of this product, please visit [RolandUS.com/Media](http://RolandUS.com/Media) and for embeddable videos, visit [YouTube.com/RolandChannel](http://YouTube.com/RolandChannel).*