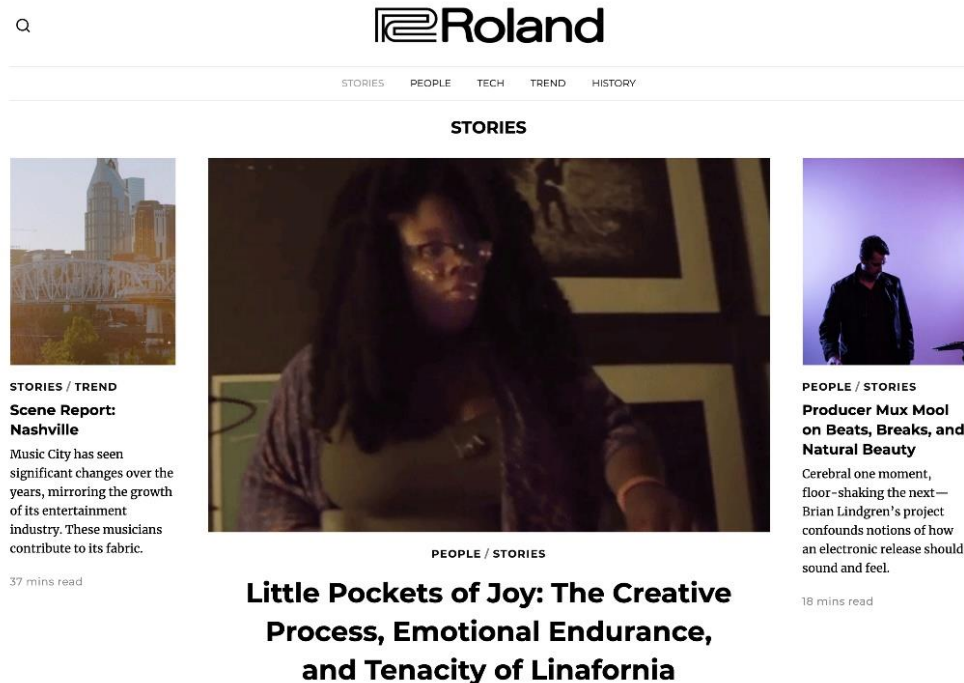




Press Release

FOR IMMEDIATE RELEASE

Roland Launches New Multimedia Editorial Platform, *Roland Articles*



The platform features a curated selection of enriching stories, product guides, interviews, and more

Los Angeles, CA, August 4, 2020 — Roland today announces the launch of its new multimedia platform of written editorial, in depth mini-documentaries, and more, [Roland Articles](#). The new long-form platform features a curated selection of enriching stories, product guides, and interviews, marked by a focus on artists, instruments, and the Roland brand.

Content on *Roland Articles* is organized into two distinct collections: **Stories** and **Learn**. Articles in the **Stories** section provide in-depth journalism by contemporary voices that appeal to music fans interested in thoughtful, investigative writing. The **Learn** category educates musicians, producers, songwriters, and content creators by providing them with extensive music-based educational content written by subject matter specialists.

“We are thrilled to officially launch *Roland Articles*,” said Toshi Ikeda, Roland Head of Global Marketing. “We created this platform to provide Roland fans and newcomers with a unique destination to learn and explore new sounds, discover new artists, improve their skills, learn about Roland gear, and read compelling stories.”



July 15, 2020 · 17 mins read

Using Hybrid Drums for a Competitive Edge

If you already own a drum module and an electronic trigger or pad, you're well on your way to becoming a hybrid drummer.



July 15, 2020 · 4 mins read

Jay Weinberg of Slipknot and the VAD506

From stints in the E Street Band to his current role in one of metal's most revered acts, Weinberg understands the power of responsive drums.



The first slate of articles available on the platform includes a marquee feature on up-and-coming dance/electronic artist Linaforia, an interview with American electronic musician, producer, and visual artist Mux Mool, a guide to the Roland TD-17 V-Drums, as well as a piece about Jay Weinberg of Slipknot and the new VAD506 V-Drums Acoustic Design kit.

Roland has also published the first installments of two ongoing *Roland Articles* series: Scene Reports and Sound Behind the Song. The former features a deep dive into the music, food, and cultural vibes of Nashville, Tennessee, while the latter offers a written history of the sounds used to create the song "Buffalo Stance" by Neneh Cherry.

QUICK READS



Sound Behind the Song: "Hangin' on a String" by Loose Ends

The TR-808 pattern at the center of "Hangin' on a String" elevates the moody groove.

13 views · 5 mins read



Sound Behind the Song: "Doin' it Right" by Daft Punk

Using the TR-808, vocoder, and modular synthesis, the enigmatic duo created a modern dance classic.

14 views · 4 mins read



Sound Behind the Song: "Jam On It" by Newcleus

"Jam On It" by Newcleus is a true hip-hop classic. The track is dense with groove, creative production, and lyrical panache.

16 views · 5 mins read



Sound Behind the Song: "Drunk in Love" by Beyoncé

With each 808-snare smack, we are a fly on the wall, privy to the most intense sides of these mega personalities.

36 views · 5 mins read



10 Prog Rock Keyboard Classics

Prog rock has carved its space as one of the most complex, imaginative, and wide-ranging subgenres.

41 views · 5 mins read

To curate content for the platform, Roland is working with a contributor network that represents a diverse range of writers including Martin Douglas (*KEXP*, *Pitchfork*), Kristin Spruch (*Billboard*), Jake Uitti (*Vanity Fair*, *American Songwriter*), Francis Preve (*Music Radar*), Jason Heffler (*EDM.com*), and Jordan Blum (*Kerrang!*, *Consequence of Sound*).

For more on *Roland Articles*, please visit <https://articles.roland.com/>.

For the full press kit, including press release and hi-res images, click [here](#).

About Roland Corporation

For nearly 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, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer.

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