



Press Release

FOR IMMEDIATE RELEASE

Roland Unveils GO:KEYS 3 Minion Inspired by Illumination's Minions



*High-Quality Portable Keyboard with Authentic Minions Sounds and Artwork,
Developed in Collaboration with Universal Products & Experiences*

Los Angeles, CA, July 9, 2026 — In collaboration with Universal Products & Experiences, Roland will release GO:KEYS 3 Minion, an enhanced version of the company's GO:KEYS 3 portable keyboard for aspiring musicians and creators. This inspiring keyboard fuses Roland's high-quality musical instrument design with images and voices of the expressive Minions.

GO:KEYS 3 Minion is a fun and powerful instrument that features newly created illustrations by Illumination and a variety of official Minions voice sounds. It's perfect for anyone just starting their creative journey, driving them to discover the magic of music with onboard encouragement and support from some of the most beloved animated characters in movie history. The instrument is also a unique collectable for every diehard Minions fan.

GO:KEYS 3 Minion comes in a special design with the iconic Minions yellow look and distinctive personalities on the panel, along with an intuitive interface that's fully integrated with playable Minions voices. Embedded inside is the same Roland ZEN-Core sound engine used by professional musicians, providing a serious platform for growing musical skills. The keyboard also includes practice-supporting tools such as a metronome, recorder, Bluetooth, and auto-accompaniment, helping beginners gain confidence as they pursue creative ambitions.

GO:KEYS 3 Minion will be available in September 2026 for \$449.99 USD. Select product images, demo songs, and more are now available on the dedicated [GO:KEYS 3 Minion website](#).

To learn more, visit [Roland.com](#).

About Illumination

Illumination, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including Despicable Me—the most successful animated franchise in cinematic history—as well as Illumination and Nintendo's record-breaking The Super Mario Galaxy Movie and The Super Mario Bros. Movie, and Illumination's Dr. Seuss' The Lorax, Dr. Seuss' The Grinch, The Secret Life of Pets and Sing films. The Illumination library includes five of the top 20 animated films of all time, and the company's iconic, beloved franchises—infused with memorable and distinct characters, global appeal and cultural relevance—have earned more than \$11 billion worldwide. Illumination has an exclusive financing and distribution partnership with Universal Pictures.

About UNIVERSAL PRODUCTS & EXPERIENCES

Universal Products & Experiences (UP&E) globally drives the expansion and elevation of NBCUniversal's iconic collection of brands, intellectual properties, characters, and stories based on the company's extensive portfolio of properties created by Universal Pictures, Illumination, DreamWorks Animation and NBCUniversal Television and Streaming. The division executes this through innovative physical and digital products, as well as engaging retail and product experiences across our expansive global theme park destinations (for both owned and third-party IP), location-based venues, e-commerce product platforms, and retailers around the world. Along with global brand strategy and creative, UP&E's lines of business include Consumer Products and Games, along with Theme Parks Products & Retail. UP&E is a division of Universal Destinations & Experiences, part of NBCUniversal, a subsidiary of Comcast Corporation. More information is available at [universalproductsexperiences.com](#).

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, drums and percussion, and guitar products to DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including Roland Cloud, 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](#) or see your local Roland dealer. Follow Roland on [Facebook](#), X (Twitter) ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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