



Press Release

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Roland Honored with 2019 GOOD DESIGN™ Award



HP704 Digital Piano Receives the Most Prestigious World Design Distinction

Los Angeles, CA, February 11, 2020 — Roland is pleased to announce that The Chicago Athenaeum has awarded Roland's [HP704](#) Digital Piano with the 2019 GOOD DESIGN™ Award in the Sports-Recreation category.

The GOOD DESIGN™ Awards is the world's most prestigious, recognized, and oldest Design Awards program organized annually by The Chicago Athenaeum Museum of Architecture and Design, honoring the most innovative and cutting-edge industrial, product, and graphic designs produced around the world.

One of the latest additions to Roland's world-renowned digital piano collection, the HP704 was inspired by user input and developed to provide exceptional usability in a simple-yet-stylish design. Infusing the elegant look of a traditional piano cabinet with a modern twist, the HP704 can make a bold statement or blend discreetly into any room. Each finish has also been carefully selected and meticulously manufactured, and the cabinet is designed to deliver the best possible sound, regardless of where the piano is situated.

"It's truly an honor to be awarded the GOOD DESIGN AWARD for the HP704," said Roland Corporation CEO and Representative Director Jun-ichi Miki. "At Roland, we are committed to making the very best electronic musical instruments possible, while continuing to push the

envelope of innovation, and we are thrilled to have designed something truly special that also brings immense joy and fulfillment to those who play it.”



In addition to its award-winning design, the HP704 combines authentic playability with numerous built-in education and entertainment features. Backed by the convenience of built-in Bluetooth, the HP704 features tight integration with the dedicated [Piano Every Day](#) mobile application, which tracks a user's daily playing and provides instant updates on their progress. Parents and friends can follow a player through the app as well, taking part in their musical journey and encouraging them to keep going. It's also possible to browse and purchase over 70,000 music scores directly from the app.

To learn more about the wide variety of award-winning drum, keyboard, guitar, recording, and DJ musical instruments created by Roland's talented team of engineers and product designers, visit Roland.com.

Full press kit and hi-res images available [here](#).

About The Chicago Athenaeum (www.chi-athenaeum.org) is a global nonprofit education and research institute supported by its members. Its mission is to provide public education about the significance of architecture and design and how those disciplines can have a positive effect on the human environment.

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 nearly 50 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.roland.com> or see your local Roland dealer.

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