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ROLAND OPENS LOS ANGELES ARTIST RELATIONS CENTER

Facility Will Offer Support, A/V Services for Social Media Content Creation, and Much More, as Part of an Enhanced Artist Relations Strategy

Los Angeles, CA, May 10, 2018 — On Tuesday, May 8, 2018, Roland held a grand opening celebration of its newest Artist Relations Center, located at its U.S. headquarters in Los Angeles, CA. The event included a ribbon-cutting ceremony that also kicked off the company's #TotallyDrums party, the culmination of a day-long event where Roland launched several new products in its renowned V-Drums line. Founded to serve the needs of current and prospective Roland artists and influencers, the new center will be a hub for a variety of activities including support, content creation, streaming events, demos and rehearsals, and much more. The center is staffed with audio and video product support specialists, artist relations liaisons and administrative personnel—all under the direction of Brian Alli, Roland's Vice President of Global Influencer Relations.

The opening of the center is part of an updated corporate artist relations strategy. This ongoing initiative will enhance Roland's global network, with similar facilities set to be opened over the next few months in Nashville (at Love Shack Studios) and London (at Metropolis Studios). These facilities join other Roland artist relations centers in Vancouver and Toronto, Canada; Berlin, Germany; and Tokyo, Japan.

Alli states, "It is the goal of Roland and BOSS to support our family of artists on a multitude of levels, including leveraging our company's social media reach to their benefit. We have a special passion for these artists—both emerging and established—and with the opening of this new Artist Relations Center in L.A., we look forward to broadening our activities in regard to the content we can create together. We also learn a huge amount from our artists—for instance, their unique real-world needs and insights, which we can bring back to R&D, and in turn can help drive the products we bring to market. Sometimes an artist will use one of our instruments in a way we never imagined, and that can be a real breakthrough for our engineering team."

To learn more, visit Roland.com.

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 or see your local Roland dealer.