

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

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Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND TO UNVEIL MANY INSTRUMENTS DURING ONLINE GEAR FESTIVAL —THE FUTURE. REDEFINED. SEPTEMBER FESTIVAL 2017—

*New Releases for Percussion, Piano, Wind, Organ, and Guitar Categories, Plus Artists and Engineers
Celebrate 30th Anniversary of Legendary D-50 Synthesizer, Music Trivia, and More*

Hamamatsu, Japan, August 31, 2017 — Roland Corporation today announced details for “The Future. Redefined. September Festival 2017,” a weeklong online festival showcasing many new musical instruments from Roland, September 7-14, 2017. Product debuts are scheduled for percussion, piano, wind, organ, and guitar categories, with special events planned in celebration of the legendary D-50 Synthesizer’s 30th anniversary. The latest news and information about Roland’s special six-day event are available beginning August 31, 2017, on the festival’s dedicated web page, Roland.com/TFR. Music lovers and musicians from all over the world are invited and encouraged to participate.

The September Festival 2017 officially begins at 7:00 (UTC), September 7, with the unveiling of Roland’s newest digital wind instrument—a product for beginning wind players designed to both inspire and enhance musical creativity. Successive new product introductions will follow through September 14, including a new guitar-related product from BOSS on September 8, two new digital organs on September 12, two new electronic percussion products on September 13, and four new digital pianos on September 14.

A special 30th-anniversary celebration of the legendary D-50 Synthesizer, Roland’s first entirely digital synthesizer, begins September 9, with the launch of Roland’s dedicated D-50 anniversary web page. Exclusive interviews with the engineers who developed the D-50 and tributes from a roster of D-50 fans, including top artists and producers, are all slated in honor of the D-50’s legacy.

In addition to multiple new product releases and the D-50 celebration, Roland will present the “One Minute Challenge,” a fun online game featuring music and gear trivia. For more details and updates on the trivia challenge and the September Festival 2017 schedule of activities, please visit Roland.com/TFR.

—The Future. Redefined. September Festival 2017— Product Launch Schedule: 7:00 UTC Daily

- Sept. 7 — Digital Wind Instrument
- Sept. 8 — Guitar Products
- Sept. 9 — D-50 Synthesizer 30th Anniversary Celebration
- Sept. 12 — Digital Organ
- Sept. 13 — Electronic Drums/Percussion

- Sept. 14 — Digital Piano

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.