

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

FOR IMMEDIATE RELEASEPress Contact:

Robert Clyne
President
Clyne Media, Inc.
(615) 662-1616
Robert@clynemedia.com

Company Contact:

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

ROLAND HYBRID EXPERIENCE SUMMER 2016

*Roland U.S. Demystifies Hybrid Drumming with a Hands-On User
Experience at 25 Music Retailers Nationwide*

Los Angeles, CA, July 27, 2016 — The Roland Hybrid Experience Summer 2016 has begun. This unique, in-store experience allows drummers to learn about, explore, and experience hybrid drumming firsthand. Hybrid drumming, a concept pioneered by Roland, takes the raw power of acoustic drums and adds the potential of electronics, giving users a drum kit that offers the best of both worlds. Roland U.S. worked in close conjunction with DW (Drum Workshop) and SABIAN to place custom hybrid setups in 25 premium, hand-selected dealer locations across the U.S. For the next few months, drummers can visit any of the locations to sample hybrid drumming and ask questions.

To see a list of participating dealers and to watch an artist hybrid drumming video, please visit www.rolandus.com/hybrid.

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 RolandUS.com or see your local Roland dealer.