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## **ROLAND ARTISTS SHOWCASE LATEST AIRA GEAR AT DETROIT MOVEMENT FESTIVAL**

*Festival unites two legends of dance music—Roland and Detroit*

**Los Angeles, CA, June 5, 2015** — Roland recently took center stage as a sponsor of the iconic Movement Electronic Music Festival in Detroit. Each year, over 200,000 people journey to the birthplace of Techno for the festival, which features three days of performances by legendary DJs and producers, as well as up-and-coming electronic music artists.

This year's lineup took to the stage with a heavy rotation of Roland [AIRA](#) gear and clothing, including: Kevin Saunderson, who rocked his Roland [MX-1](#) Mix Performer and Roland [TR-8](#) Rhythm Performer; Nina Kraviz, who performed wearing AIRA gear; Detroit legend Carl Craig, who wowed the audience with his Roland SYSTEM-1m semi-modular PLUG-OUT Synthesizer, MX-1 and TR-8; Bulgarian artist KiNK, who infused his Euro-style music with beats from his TR-8; Cell Injection, Shawn Rudiman of Detroit Techno Militia and Techno influencer Kenny Larkin who all performed with their TR-8s; and originators of Acid House, Phuture, who performed with their full array of AIRA gear including TR-8s, Roland TB-3 Touch Basslines, and MX-1s. Latin American house scene producer Guti also performed with the AIRA TR-8 during the Movement after party.

Roland's presence extended throughout the festival, including a special AIRA section in the Movement Artist Lounge that gave performers hands-on time with the newest Roland AIRA gear, plus an AIRA booth in the Movement Tech Area for festival-goers who wanted to hear, play and learn about all the latest gear, including the TR-8, TB-3, VT-3, MX-1, SYSTEM-1, SYSTEM-1m and the AIRA [modular effects units](#), including the new TORCIDO Modular Distortion, BITRAZER Modular Crusher, DEMORA Modular Delay, and SCOOPER Modular Scatter.

AIRA street teams gave away t-shirts and daily prizes to festival-goers. They also kept fans across the country updated on the latest festival happenings with live streaming from the stage, on-site Tweets and artist interviews. Roland AIRA wearables were also sold at the festival's merch tent.

Festival artist KiNK, an emerging DJ in Bulgaria, relies on his Roland AIRA gear, which includes the new TR-8, a modern-day version of the classic Roland TR drum machines. KiNK remarks, "For live use, I think the TR-8 is much better than the originals. It's the machine I've been waiting for my whole life."

AIRA U.S. product manager Brandon Ryan reflected, "Roland products and the Detroit Techno scene have a long history together – dating back to the mid-eighties – so it's only fitting that we should

support today's electronic musicians and listen to their feedback about what they need to help them shape the next chapter of music history."

Check out the highlights reel from Roland's street team:

[http://www.rolandus.com/rtv/contests\\_events/featured/Hbmi1JUJ93Y/](http://www.rolandus.com/rtv/contests_events/featured/Hbmi1JUJ93Y/)

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#### **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](http://RolandUS.com) or see your local Roland dealer.*

#### **About Movement Electronic Music Festival**

*The Movement Electronic Music Festival is a three day event held during Memorial Day weekend inside Hart Plaza – Detroit's legendary riverfront destination. More than 100 of electronic music's most illustrious artists, local heavyweights and pioneering legends make their way to the birthplace of techno. For more information, visit <http://movement.us> or #MOVEMENTDETROIT.*