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ROLAND U.S. HOSTS VIP SHOWCASE AT NASHVILLE'S SOUNDCHECK REHEARSAL STUDIOS

Los Angeles, CA, July 16, 2015 — On Wednesday, July 8, Roland Corporation U.S. treated the Nashville music community to a special preview of their new and recently introduced products featured at the Summer NAMM show (which kicked off the following day). This premier VIP event, held at Soundcheck rehearsal studios in Nashville, hosted several hundred leading musicians, engineers and prominent members of the press.

Guests got some personal time with the new Roland [JC-40](#) Jazz Chorus Guitar Amplifier, the BOSS [RV-6](#) Reverb pedal and [DD-500](#) Digital Delay pedal, plus new products from Roland's line of [AIRA](#) DJ products including the [AIRA Modular Customizer](#), the [SH-101 PLUG-OUT Software Synthesizer](#), and the [SYSTEM-1 Software Synthesizer with Librarian](#). In addition, recently launched products such as the Roland [JD-XA](#) and [JD-Xi](#) Analog/Digital Crossover Synthesizers, [RD-800](#) Stage Piano, and the BOSS [SY-300](#) Guitar Synthesizer were seen for the first time by many attendees. The Roland product team was also there to greet guests, answer questions, offer demos and listen to guests' product feedback.

Special artist attendees included guitarist Phil Keaggy, Chuck Garric (Alice Cooper Band), bass player Dave Pomeroy (president of the Nashville Musicians Association, AFM Local 257), producer/engineer Michael Wagener (Mötley Crüe, Megadeth, Janet Jackson, Ozzy Osbourne), keyboardist/vocalist Scott Sheriff (Carrie Underwood), and more.

Watch the Soundcheck event and Summer NAMM video reel on [RTV](#). To learn more about Roland's newly unveiled products, visit www.RolandUS.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 RolandUS.com or see your local Roland dealer.