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## FOR IMMEDIATE RELEASE

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## ROLAND V-DRUMS LINE EXPANDS WITH INNOVATIVE NEWDRUM HARDWARE

### *New Noise Eater Drum Hardware Solves Noise Problems for Electronic Drums*

**The NAMM Show, Anaheim, CA, January 24, 2018** — Roland (ACC North, Level 2, Exhibit 17420) announces the premium Noise Eater drum hardware, an innovative new line of accessories for electronic drums that applies Roland technology to solve the age-old noise and vibration problem faced by electronic drummers. Designed specifically for electronic drums, the professional-level construction offers an advanced built-in noise and vibration reduction system like no other piece of drum hardware available, and offers a perfect hardware match for Roland's industry-leading V-Drums lineup. Roland's Noise Eater technology is offered in an assortment of drum pedals and stands including Noise Eater Single Kick Pedals, Noise Eater Double Kick Pedals, and Noise Eater Hi-Hat Stands.

The Noise Eater hardware's pioneering built-in anti-vibration system helps reduce unwanted noise and vibration sounds from electronic drums by up to 50 percent and works by using an air channel and rubber system to suspend the hardware off the ground. Built to the same standards of quality and durability that Roland instruments are famous for, the new Noise Eater drum hardware delivers top-level performance in studios, apartments, condos or flats and for practicing drummers of all levels.

"We are listening to our customers and trying to solve their problems," offered Niko Spanos, Roland Corporation vice president of accessories. "We are constantly developing and innovating solutions, no matter the situation, and always aiming for customers to be completely satisfied with their Roland product."

Roland's new Noise Eater drum hardware will be available through authorized Roland V-Drums dealers. To learn more, visit [Roland.com](http://Roland.com).

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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 [Roland.com](http://Roland.com) or see your local Roland dealer.

For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).