



Press Release

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FOR IMMEDIATE RELEASE

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NEW PRODUCTS FROM ROLAND CORPORATION TO BE UNVEILED AT CES 2017

Award-Winning Musical Instrument Technology Innovator Roland and V-MODA Audio Technology Products at Booth #18138, Central Hall

Los Angeles, CA, December 20, 2016 — Following on the heels of the announcement of world-class, leading audio brand V-MODA joining the Roland family of brands and Roland's entry into the DJ market, Roland Corporation will be exhibiting and demoing their cutting-edge products at CES in January 2017. A wide array of consumer electronic instruments and audio technology products will debut. They'll be joined by popular selections from Roland's acclaimed line of synthesizers, electronic drums and percussion, digital pianos, audio technology, and V-MODA products.

Roland (Booth# 18138, Central Hall) will be providing demos on demand, as well as hands-on, walk-up areas for firsthand musical experiences. New products will be announced at 7pm, PST on January 4, 2017. Visit www.Roland.com/us for more information.

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 www.Roland.com or see your local Roland dealer.