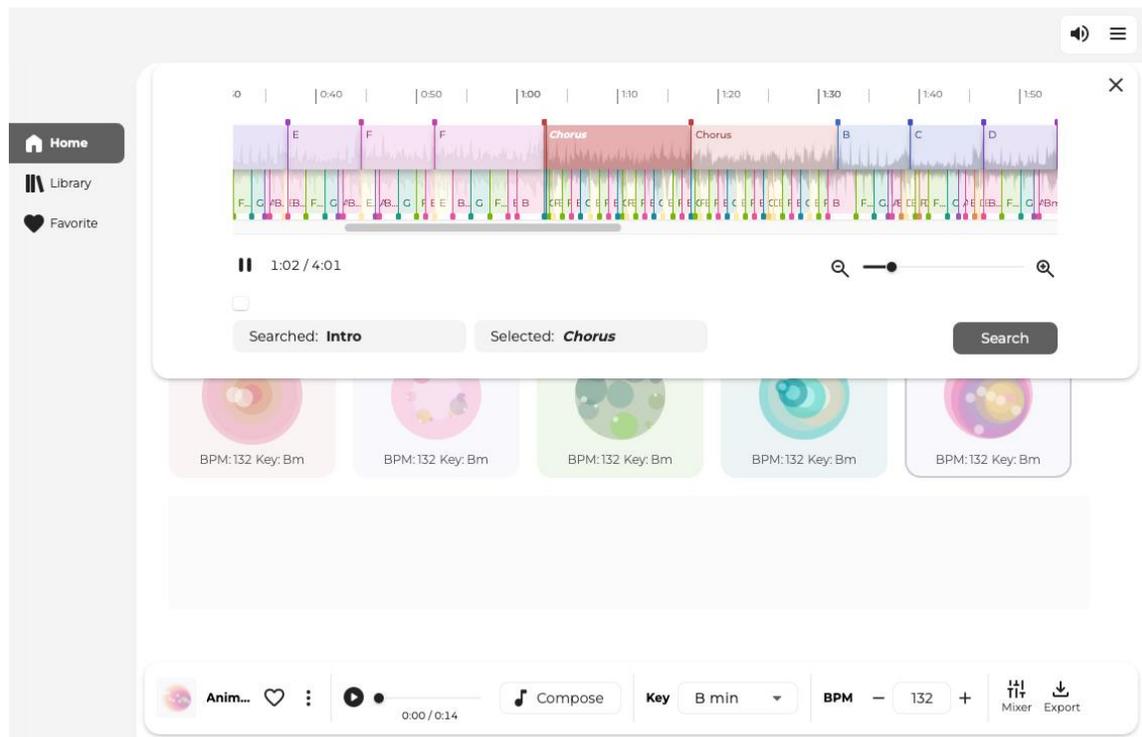**Press Release**

FOR IMMEDIATE RELEASE

Roland Announces Melody Flip, an Innovative Melody-Generation Software Powered by Research from Sony Computer Science Laboratories

Roland's new music software brings human creativity and AI together, creating an experience where technology and imagination coexist and strengthen one another.

Los Angeles, CA, March 17, 2026 — Roland Corporation announced **Melody Flip**, an innovative melody-generation software product that merges the longstanding music creation research of Sony Computer Science Laboratories, Inc. (Sony CSL) with Roland's expertise in developing intuitive creative tools that empower human creativity.

Melody Flip is designed to expand creative possibilities, embodying **Roland's vision of technology as a partner that coexists with the creative process**. Melody Flip respects the sensibilities and individuality of the user while offering fresh melodic ideas and opening new possibilities in music production. Throughout the development process, Roland collaborated with artists to ensure the experience reflects how musicians actually create, experiment, and refine ideas in the studio.

A New Approach to Music Creation Where Technology Becomes a Creative Partner

In recent years, AI and other emerging technologies have advanced rapidly in music production. Roland's view is that these tools should not replace the artist, but instead, amplify them, supporting a workflow where human intent, taste, and creativity remain at the core, with technology acting as a partner or co-creator, rather than a main creator.

This philosophy was reinforced through conversations and testing with artists, whose input helped guide the design of the software's creative features and workflows.

Melody Flip puts this philosophy into practice by letting creators import an audio file and automatically analyze its musical DNA, including the structure, BPM, key, chord progression, genre, mood, and more. It then pairs the analysis with a curated library of about 300 creative palettes (predefined musical styles and tonal directions) to generate fresh melodic ideas. These ideas are purely suggestions. Producers can pick, tweak, chop, or rebuild them however they want, treating the technology like an active collaborator. The result is a new kind of production workflow where humans and software work side by side to bring music to life.

Powered by Sony CSL's Expertise in AI-Assisted Music Creation

Melody Flip incorporates technologies derived from Sony CSL's research in AI-assisted music creation.

For example, Melody Flip extracts musical elements, including structure, BPM, beat positions, key, chord progression, genre, and mood, from the imported audio file and recommends suitable creative palettes based on its characteristics.

This functionality not only supports the generation of new melodic ideas but also helps creators visually understand the song's structure and key, ultimately improving workflow efficiency.

Seamless Integration with Leading DAWs

Melody Flip is available for **macOS** and **Windows** and works as a plug-in within major DAWs. Users can export generated melodies, as well as chord, bass, and drum parts, in both audio and MIDI formats.

This makes it easy to transition from idea generation or sketching to full-scale music production, allowing the software to integrate naturally into existing workflows. Like other Roland software products, Melody Flip will be delivered via the Roland Cloud Manager for easy access by Roland Cloud members. A free trial for Melody Flip will launch in May 2026.

"Roland has always been committed to supporting the evolution of music culture through electronic musical instruments and production tools," added **Roland CEO and Representative Director Masahiro Minowa**. "Melody Flip represents a significant step forward in the era of responsibly developed AI, introducing a future in which technology and people work together and elevate creativity. As we move forward, Roland will continue to expand the boundaries of musical expression with innovative products and services that amplify creators' instincts and connect human sensitivity with the full potential of technology."

AI for Music

Roland is committed to the responsible development of AI experiences that enhance and empower human creativity without displacing it and is a founding supporter of and adheres to *The Principles for Music Creation with AI*, available [here.](#)

To learn more about Roland Cloud, visit [roland.com](#).

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