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ROLAND LX700 DIGITAL PIANO SERIES WINS RED DOT PRODUCT DESIGN AWARD 2019 AND 2019 iF DESIGN AWARD

Roland's New LX700 Piano Line Honored with Three Design Awards in Six Months

Los Angeles, CA, March 26, 2019 — The Roland LX700 series of premium upright digital pianos has won a Red Dot Product Design Award 2019 and a 2019 iF Design Award. As two of the largest, oldest, and most respected design competitions in the world, the iF Design Award and the Red Dot Design Award have provided a platform for designers and companies to assess and praise good design for more than 60 years. With Roland's LX708 Digital Piano winning a [Good Design Award 2018](#) in October 2018, the new LX700 series has now won three internationally acclaimed design awards in less than six months and is thriving as the most popular new piano line in Roland's world-renowned digital piano collection.

The striking, timeless exterior of Roland LX700 series pianos, designed to have a strong presence in a room without being overstated, won over the 67-member iF Design Award jury of independent design experts for its unique but recognizable LX700 silhouettes and well-balanced lines within the "Product" discipline and "Leisure" category. Together the 2019 iF Design and Red Dot design competitions attracted nearly 12,000 product entries worldwide from more than 52 countries.

While Roland's initial LX700 design concept was to create a range of instruments that were both beautiful and inviting to play, Roland's design philosophy goes well beyond appearances. The LX700 digital piano series recreates the experience of playing a beautiful grand piano at a world-class venue by emulating the acoustic properties of first-class concert halls, studios, and even cathedrals. The unique C-shape aperture of each model's front panel enables natural sound projection, and the controls are directly in each player's line of sight so they can easily find what they need while focusing on their performance. Players don't even need to press the power button—they can simply open the lid and start playing.

"Since 1972, Roland has always strived to make the very best electronic musical instruments possible that inspire the enjoyment of creativity for all musicians. The LX700 series is a great example of Roland continuing this mission. It recreates the immersive and peerless playing experience with superior sound and keyboard action, housed within a refined, elegant cabinet. Our fundamental design concept of this digital piano is to create the piano that everyone, from professional musicians to piano beginners, wants to play in their daily life," said Roland Corporation CEO and Representative Director Jun-ichi Miki.

Unlike typical digital pianos, the LX700's *PureAcoustic Modeling* technology emulates the way that acoustic pianos produce sound, including the hammers striking the strings and the sound resonating through the piano's body. This enables a choice of completely realistic, but tonally distinct, grand piano

models—one for European tastes and the other with an American feel—offering the LX700 player two supremely playable-yet-customizable pianos in one.

The flagship LX708, mid-range LX706, and most-affordable LX705 all deliver superior performance for discerning players with innovations in sound, touch, and design. Five finishes are offered, depending on the model, giving players the option to choose a piano that truly looks at home in their living room.

Complementing the LX700 series is [Piano Every Day](#), a unique smartphone/tablet app that lets LX700 owners browse and purchase from Sheet Music Direct's online library of over 70,000 music scores. And the app's "Timeline" program can track and display progress while players learn a new piece. *Piano Every Day* is available for free from the App Store (iOS) or Google Play (Android).

For more information about the Roland LX700 series digital pianos, please visit [Roland.com](#), the [iF World Design Guide](#) and [www.red-dot.org](#).

About the Red Dot Design Award

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Communication Design, and Red Dot Award: Design Concept. The Red Dot Award is organized by Design Zentrum Nordrhein Westfalen and is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after Red Dot award has been the revered international seal of outstanding design quality. More information is available at [www.red-dot.org](#).

About iF Design Award

For 66 years, the iF Design Award has been recognized as an arbiter of quality for exceptional design. The iF label is renowned worldwide for outstanding design services, and the iF Design Award is one of the most important design prizes in the world. Submissions are awarded in the following disciplines: Product, Packaging, Communication and Service Design/UX, Architecture and Interior Architecture as well as Professional Concept. All awarded entries are featured on the [iF WORLD DESIGN GUIDE](#), in the [iF design app](#) and are displayed at the iF design exhibition Hamburg.

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](#) or see your local Roland dealer.