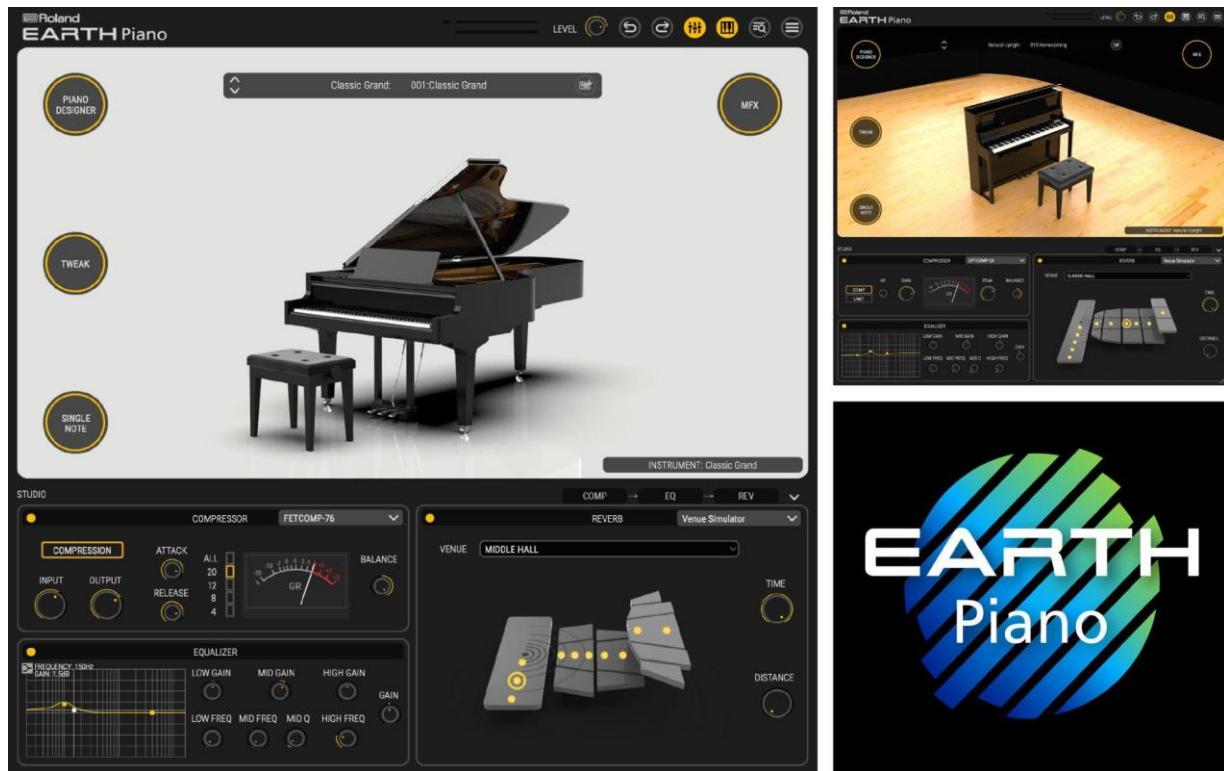




Press Release

FOR IMMEDIATE RELEASE

## Roland Announces EARTH Piano



*Fifty Years of Roland Piano Development Captured in a New Software Instrument*

**Los Angeles, CA, October 29, 2024** — Roland announces [EARTH Piano](#), a powerful software-based musical instrument available exclusively on Roland Cloud. EARTH Piano brings Roland's acclaimed piano sound technologies to computer production workflows, offering multiple acoustic piano types and deep customization options via an intuitive user interface. EARTH Piano is available with a Lifetime Key purchase or Roland Cloud Ultimate membership, which users can try for free with a 30-day all-access trial. Through November 30, 2024, a Lifetime Key can be purchased for a special introductory price of \$49.99, an 80 percent savings compared with the regular price of \$249.99.

Since introducing the groundbreaking EP-10 in 1973, Roland has remained dedicated to moving piano design forward and extending the instrument's range for all musicians. EARTH Piano features Roland's best and most modern piano sound technology, combining detailed multi-

sampling with proprietary modeling techniques for the perfect blend of realism and playability. With its incredibly natural tone, wide dynamic range, and engaging response, EARTH Piano provides an inspiring platform for everything from intimate solo performances to dense full-scale productions.

EARTH Piano includes seven distinctive instruments that can be modified to taste. There are resonant concert grands for jazz and classical styles, polished and punchy pianos for studio tracks, and upright, felt, and toy pianos filled with atmosphere and vibe for pop, electronic, and cinematic productions.

With its clean and efficient user interface, EARTH Piano provides intuitive tools to fine-tune detailed tonal parameters for every instrument. Players can control the temperament, stereo width, and dynamic range and tweak physical sounds like cabinet resonance, string resonance, pedal noise, and more. They can also adjust each key's tuning, volume, and character to create the perfect tone and response for a performance or track.

EARTH Piano's Venue effect leverages advanced convolution techniques to place a piano in nine different spaces derived from real locations, such as a spacious cathedral, a world-class concert hall, or an intimate studio or lounge setting. With a click on the visual display, the listening perspective can be changed to access a variety of aural experiences within every space. High-quality algorithmic reverbs are also available for standard mixing applications.

EARTH Piano includes a wide selection of integrated studio-grade effects for enhancing sounds. Users can shape the overall tone with a three-band EQ and use the multi-mode compressor to create the ideal dynamic response. There are also 90 multi-effects combinations available to add subtle color or take conventional piano sounds into unexplored sonic territories.

## **Availability & Pricing**

The Roland EARTH Piano is now available in the U.S. with a Lifetime Key or Roland Cloud Ultimate membership, which users can try for free with a 30-day all-access trial. Through November 30, 2024, a Lifetime Key can be purchased for a special introductory price of \$49.99, an 80 percent savings compared with the regular price of \$249.99.

To learn more, visit [Roland.com](https://Roland.com).

*\*Price at the time of publishing.*

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## **About Roland Corporation**

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including Roland Cloud, BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more

information, visit [Roland.com](http://Roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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