

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938  
T: (323) 890-3700 F: (323) 890-3701 [www.Roland.com](http://www.Roland.com)

**FOR IMMEDIATE RELEASE**Press Contact:

Leslie Buttonow  
Account Manager  
Clyne Media, Inc.  
(615) 662-1616  
[Leslie@clynemedia.com](mailto:Leslie@clynemedia.com)

Company Contact:

Rebecca Eaddy  
Marketing Communications Mgr.  
Roland Corporation U.S.  
(323) 890-3718  
[Rebecca.Eaddy@roland.com](mailto:Rebecca.Eaddy@roland.com)

## **ROLAND CLOUD LAUNCHES CLOUD-BASED SUITE OF HIGH-RESOLUTION MUSICAL INSTRUMENTS, CONNECTED SERVICES AND SOFTWARE FOR MUSICIANS WORLDWIDE**

**Seattle, WA, September 9, 2017** — Roland Corporation and joint venture Roland Virtual Sonics are pleased to announce the worldwide release of the Roland Cloud service, an innovative, cloud-based suite of high-resolution musical instruments, connected services and software for modern music creators and producers.

Roland Cloud embodies Roland's pioneering spirit and brings it into the cloud by offering a suite of solutions that serve to alleviate many pain-points suffered by today's music creators. The Roland Cloud service offers musicians virtual instruments ranging from fully-functioning software plug-in versions of legendary Roland synthesizers to the genre-inspired FLAVR series to the organic and beautiful TERA Acoustic series to the easy-to-use and historical Anthology series. The future promises more additions to these series as well as new series and instruments.

Roland Cloud Manager, the management software for Roland Cloud, is a powerful tool for musicians that runs conveniently and quietly in their system tray or system menu, downloading instruments and updates in the background, equating to more time creating music and less time managing instruments.

Unlike standard online-hosted collections of virtual instruments, Roland Cloud also provides a unique take on cloud-based services. Roland Virtual Sonics co-founder and award-winning composer Jeremy Soule recently commented, "We took a very collaborative approach during our early-access beta. We engaged in deep conversations with many members of our creative community and tailored our instrument lineup and features as a response to their needs. We're going to keep communicating and stay on top of the ever-changing landscape that is music creation."

"Some things never change, though," Soule continued. "People have always and will always want affordability, simplicity, and quality. Roland Cloud is built from the ground up with these in mind."

Keeping in step with the early-access beta community members in North America, European creators are invited to enjoy a free 30-day trial to experience Roland Cloud by simply creating an account on [RolandCloud.com](http://RolandCloud.com), downloading then installing the Roland Cloud management software.

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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.*

**About Roland Virtual Sonics**

*Roland Virtual Sonics LLC. represents the joint venture between Roland Corporation Japan and Seattle-based Virtual Sonics. As a software, services, and media solutions provider, Roland Virtual Sonics represents the next wave in the evolution of modern music creation via the groundbreaking service, Roland Cloud. Roland Cloud exists to alleviate many pain-points that plague both professional and amateur musicians, producers, and creators, including the lack of access to truly high-resolution virtual instruments, the need for open and supportive community, access to mentoring, and more. Become a Roland Cloud member today by visiting [RolandCloud.com](http://RolandCloud.com).*