



Press Release

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Roland F701 Digital Piano Wins Red Dot Award: Product Design 2021



Roland Digital Pianos Honored with Third Red Dot Award for Product Design

Los Angeles, CA, April 12, 2021 — Roland, a leading manufacturer of electronic musical instruments and professional video products, announced today that the [Roland F701 Digital Piano](#), the most compact of Roland's upright pianos, has won a Red Dot Design Award: Product Design 2021 for its soft, inviting design and commanding performance. As one of the largest, oldest, and most respected design competitions in the world, the Red Dot Design Award has provided a platform for designers and companies to assess and praise exceptional design for more than 60 years. The Red Dot Awards have now honored Roland with accolades for product design three times since 2017. Previous winners include the [LX700 series](#) and [FP-90](#) digital pianos.

As the most compact of all of Roland's upright pianos, the F701 is an ideal piano for learning at home—especially for those who appreciate understated looks. Designed to complement modern room styles, the F701 resembles a sleek sideboard cabinet, and with white or light oak color options, it blends naturally with a wide range of decor. And thanks to its compact size, this is a piano that fits easily in smaller spaces.

The F701 epitomizes Roland's soft and inviting design language. Its profile is simple, slim, and subtle, with rounded corners and a lid that slides over the keys when not in use. Even the rear-view appeals, with neatly arranged connections that allow the piano to face any direction without unsightly wires.

Although small in size, the F701's performance is commanding. Roland's SuperNATURAL sound and PHA-4 Standard keyboard—featuring hammer action, escapement, and ivory-feel white keys—all react to the subtlest touch, for a truly inspiring playing experience. And with an easy-to-read, icon-driven display, onboard practice features, and Bluetooth connectivity for exploring an exciting world of apps, the F701 is the perfect instrument for learning to play.

“Roland's mission is to inspire the enjoyment of creativity, and we design innovative products that make learning and playing music both exciting and fun. Exceptional design is at the heart of this mission because giving our customers the best musical experience possible is what drives our team to design the best products possible. We're honored that the panel of Red Dot Award judges continues to praise the design merits of our pianos year after year,” said Roland Corporation CEO and Representative Director Jun-ichi Miki.

The Red Dot Jury comprises 50 international experts who test, discuss, and evaluate each entry individually based on judging criteria adapted to new technical, social, economic, and ecological requirements such as innovation, functionality, quality, durability, and ecological compatibility, among others.

For the full press kit, including hi-res images, and more, click [here](#).

For more information about the Roland F701 Digital Piano, please visit Roland.com and www.red-dot.de/pd/winners.

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 Roland Corporation

For nearly 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, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer.

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