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ROLAND EXPANDS POPULAR HOME DIGITAL PIANO LINES

*New Models Deliver Superb Performance Backed by an
Unprecedented Digital Piano Warranty*

Los Angeles, CA, October 16, 2015 — Roland unveils four brand-new digital pianos for the home: the compact [HP603](#) and [HP605](#), along with the upright [LX-7](#) and flagship [LX-17](#). Blending the latest developments in sound, keyboard action, speaker systems, and design, these instruments deliver premium piano performance—a central part of Roland’s mission to develop the ultimate piano experience. Each model comes with special value-added accessories, new financing options, and a new, industry-leading 10-year warranty.

All four models share some of Roland’s most celebrated digital features, including the latest SuperNATURAL® Piano Modeling technology. Unlike conventional sampling, where hitting a key merely triggers a recording of a piano note, SuperNATURAL modeling reproduces the entire sound creation process of an acoustic piano and the interaction between its many critical elements. The result is authentic, complex and living piano sound that responds to the dynamics of a player’s touch.

Another key feature of all four models is Roland’s new PHA-50 progressive hammer action keyboard— a unique, hybrid, wooden keyboard providing the finest piano feel. This best-of-both-worlds surface is playable and durable, combining wood sides with ivory-feel material to let players enjoy traditional acoustic feel and appearance, while avoiding typical maintenance costs and performance issues often associated with traditional keyboard actions. An inner stabilizing pin ensures each key’s travel is smoother and quieter in performance.

Smartphones and tablets are changing the way pianists learn, and the new pianos offer innovative technology, interactivity and connectivity to complement modern learning styles. The HP603 lets players access free music-score apps like PiaScore on their iOS device via *Bluetooth®* technology (and even turn the page onscreen by pressing the pedal). The HP605, LX-7 and LX-17 take it even further, allowing players to wirelessly connect to iOS/Android apps or online practice videos, then route the audio through speakers/headphones and play along.

The HP605, LX-7 and LX-17 feature Roland’s Acoustic Projection System, which uses a powerful multi-channel amplifier and scattered speaker placement to recreate the rich, deep sound field of an acoustic grand piano. The HP605 and LX-7 have six speakers in three positions, with cabinet speakers creating the immersive “main” sound, top-mounted spatial speakers reproducing the resonance of the piano’s frame, and nearfield speakers projecting the more dramatic tones. The LX-17 has an eight-speaker layout, adding tweeters for optimum projection (and as with an acoustic grand, greater clarity when the lid is open).

To support a variety of musical scenarios, the Roland HP603, HP605, LX-7 and LX-17 all feature a versatile selection of non-piano sounds, including strings, brass and organ. Customizable user sound setups can be easily stored in 25 onboard registration slots, or backed up to a USB memory stick.

The HP603 and HP605 offer a compact footprint that's ideal for the home. HP603 features a classically-styled cabinet available in three premium finishes to match any décor (contemporary rosewood, black or white), while the HP605 has a taller cabinet design that further enhances sound projection, and is available in authentic polished ebony, contemporary rosewood, or contemporary black/white.

Both the LX-7 and LX-17 deliver their flagship tone and performance from a classic upright cabinet design with a compact footprint. The LX-7 is offered in three premium finishes (authentic polished ebony, classic brown walnut, and contemporary black), while the taller LX-17 comes in authentic polished ebony or polished white.

Inside the included piano bench for each model, players will discover nearly \$600 worth of exclusive value-added media and merchandise for their enjoyment. Included are premium Roland headphones, an LED piano light and batteries, a digital instruction book that's compatible with smartphones or tablets, two songbooks, interactive music apps, free interactive downloads, and more.

In addition, each piano is backed by an industry-first **10-year digital piano warranty** on both parts and labor and includes in-home service. Through a special partnership with Allegro Credit, Roland is also offering two new consumer financing programs on all Roland pianos from now until December 31, 2015.

To learn more about the Roland HP603, HP605, LX-7 and LX-17, visit RolandUS.com/PremiumUprightPianos.

Roland's digital piano development

Back in 1974, Roland launched the EP-30, the world's first touch-sensitive electronic piano. Since then, the company has become a leader in digital piano innovation as well as one of the world's best-known musical instrument brands. During this journey, Roland's advanced technology has shaped the entire field of digital piano development. In the 1980s a fully digital piano sound engine offered customers remarkable realism, leading to significant success and market share. Highlights from the intervening years include the first hammer-action keyboards without springs and the DigiScore system, a 'digital sheet music' screen built in to the music rest that also offered lessons to help you learn the piano.

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 www.RolandUS.com.