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## **ROLAND FP-90 DIGITAL PIANO RECEIVES TOP PRIZE IN 2017 RED DOT PRODUCT DESIGN AWARDS**

**Hamamatsu, Japan, April 12, 2017** — The Roland FP-90 Digital Piano has received the highest distinction in the Red Dot Design Awards, one of the world's most prestigious international design competitions. The innovative instrument was named "Red Dot: Best of the Best" for 2017 in the product design category. Recognized for its top-quality sound and groundbreaking design, the FP-90 received this premier honor among 5,500 entries representing the best designs from more than 50 countries.

"The sophisticated design and high-quality sound of Roland's FP-90 Digital Piano are already highly acclaimed by piano players in today's market, and I am very pleased that design professionals have also recognized the exceptional merits of this piano," said Roland Corporation CEO and Representative Director Jun-ichi Miki. "Since 1972, Roland has always strived to make the very best products possible that inspire the enjoyment of creativity and cooperative enthusiasm for all of our stakeholders. The FP-90 is a great example of Roland continuing this mission."

The FP-90's top-level piano performance, attractive looks, and easy portability make it equally suited for both home enjoyment and professional use on stage. Roland's renowned SuperNATURAL® modeling technology delivers truly authentic acoustic piano sound, with complex tonal nuances that respond naturally to the player's touch. The FP-90 also features an innovative keyboard design that blends wood and molded materials, giving the keys a familiar, rigid mass that feels just right to play.

Professor Dr. Peter Zec, founder and CEO of the Red Dot Award, added, "The jury awards the Red Dot: Best of the Best for outstanding design. Only design visionaries can achieve the perfect harmony between the quality of function, seductiveness, use, and responsibility. The award finds ground-breaking designs like these and makes them visible to the whole world."

Juries have been convening since 1955 to recognize champions of design. The sought-after Red Dot Award has become the revered international seal of outstanding design quality, ranked alongside the IF International Design and the International Design Excellence Awards as one of the three most reputable design competitions in the world. Organized by Design Zentrum Nordrhein Westfalen to professionally appraise design diversity, the Red Dot Design Award breaks down into the three disciplines: Red Dot Award: Product Design; Red Dot Award: Communication Design; and Red Dot Award: Design Concept.

For more information about the Roland FP-90 Digital Piano, please visit [www.Roland.com](http://www.Roland.com).

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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 [www.Roland.com](http://www.Roland.com) or see your local Roland dealer.*

**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](http://www.red-dot.org).*