

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 EXHIBITS TD-50KV AND TD-50K V-DRUMS

*Flagship Kits with Enhanced Playability, High-Resolution Sound, and Advanced Features*

**The NAMM Show, Anaheim, CA, January 18, 2017** — Roland (Booth 300A, Level 3) is exhibiting the TD-50KV and TD-50K V-Drums, the two newest flagship kits in the acclaimed V-Drums lineup. Both kits feature the powerful new TD-50 sound module with Prismatic Sound Modeling, as well as the newly developed PD-140DS Digital Snare and CY-140DR Digital Ride. Additional features include user sample playback via SD memory, multi-track recording via USB, balanced audio outputs, and more. Packed with the very latest sound and sensing technologies from Roland, the TD-50KV and TD-50K sets give serious players the most expressive V-Drums experience yet.

At the heart of the [TD-50KV](#) and [TD-50K](#) is the TD-50, an all-new sound module with advanced Prismatic Sound Modeling. With this proprietary technology, every element of the user's playing style is conveyed with stunning accuracy and detail. Working along with the sophisticated sensing capabilities of the new snare pad and ride cymbal, the TD-50's high-resolution processing delivers the most lifelike, resonant, and expressive sounds ever heard from an electronic drum kit.

In addition to its many preset kits, the TD-50 module supports deep sound customization, including adjustment of heads and shells, layering of internal and user samples, and adjustment of overhead mics and ambience. A compressor and three-band EQ can be controlled for each individual pad, while three independent multi-effects can treat specific drums. There's also a multiband compressor and four-band equalizer for final processing on the entire kit. And with the new Snapshot feature, users can compare any sound edits before making permanent changes.

The TD-50 includes many other features not available in previous V-Drums modules. Users can load their own custom samples onto an SD card and trigger them from any of the pads. Via USB, the TD-50 can connect to a computer DAW and send up to 10 channels of audio, making it easy to capture multi-track drum performances in song productions. The TD-50 also offers master XLR outputs and eight TRS balanced outputs for individual drums, a convenient feature for stage performers.

The TD-50KV and TD-50K each come with new snare and ride pads that hook up to the TD-50 module via high-speed digital connections. The 14-inch PD-140DS Digital Snare features Roland's newly developed multi-element sensor system and a three-layer mesh head for natural rebound and feel. Working together with the module's advanced processing, hits across every area of the pad are more

closely detected, and playing dynamics are captured in minute detail. The CY-18DR Digital Ride offers a comfortable 18-inch size with familiar motion, plus a new high-resolution, multi-sensor system that detects every stroke from edge to bell areas. In conjunction with the TD-50 module, players can enjoy dynamics and response not previously possible with any ride cymbal pad.

Both kits come with a configuration of three mesh-head V-Pads for toms. The TD-50KV has one 10-inch PD-108-BC V-Pad and two 12-inch PD-128-BC V-Pads, while the TD-50K has three 10-inch PDX-100 V-Pads. The TD-50KV's cymbal configuration is rounded out with a VH-13 V-Hi-Hat and CY-14C and CY-15R V-Cymbals, while the TD-50K has a VH-11 V-Hi-Hat and CY-12C and CY-13R V-Cymbals. The TD-50KV includes the MDS-50KV stand, and the TD-50K includes the MDS-50K stand. The TD-50KV comes with the KD-140-BC V-Kick Trigger Pad, while the TD-50K comes with the KD-120-BK V-Kick Trigger Pad.

For a limited time, with the purchase of a TD-50KV, customers can also purchase a 22" kick drum with Roland's KD-A22 kick converter pre-installed, for an additional \$299 (U.S. only), turning the 22" acoustic drum into an electronic drum.

To learn more about the TD-50KV (U.S. Street \$7499) and TD-50K (U.S. Street \$4799) V-Drums, visit [www.Roland.com](http://www.Roland.com).

-----

#### **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.*

*For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).*