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ROLAND CORPORATION U.S. TO HOST INTERACTIVE INSTRUMENT GALLERY DURING CHICAGO'S CIMMFEST

Unique Performance Gallery Lets Guests Jam and Interact with Each Other

Los Angeles, CA, April 8, 2016 — Roland Corporation U.S. is teaming up with the eighth annual [CIMMfest](#) in Chicago to offer festival goers a hands-on opportunity to make music and interact during CIMMcon, the festival's regional industry conference. The festival, which runs from April 13-17, will feature an opening night screening and Chicago premiere of [The Smart Studios Story](#), a documentary about Butch Vig and Steve Marker's legendary recording studio where Nirvana's *Nevermind*, the Smashing Pumpkins' *Gish*, and Death Cab for Cutie's *Plans* were recorded. A special [afterparty at the Metro](#) will follow the screening and will feature a reunion of 90s alternative rockers Catherine.

On April 16-17, from 10a-6p each day, Roland will host an interactive musical instrument gallery as part of [CIMMcon](#), CIMMfest's dynamic professional and entrepreneurial industry conference. Roland will have an inviting space in [Galerie F](#), Chicago's first street art and gig poster gallery, located on Milwaukee Avenue, at the heart of the festival. A wide variety of the latest musical gear from Roland and BOSS will be available for musicians to jam on and engage with while they get hands-on instruction from an onsite product specialist team. Roland's CIMMcon instrument gallery is the third leg on the Roland/BOSS spring gear tour following the Southwest Invasion [VIP Lounge](#) at SXSW and the [backstage artist lounge](#) during the Academy of Country Music's ACM Party for a Cause Festival.

CIMMfest is the Midwest's only film and music festival alongside a regional industry conference, CIMMcon. Held in over 25 venues throughout Chicago's most vibrant neighborhoods, CIMMfest is filled with live concerts, international music-centric film premieres, and innovative multimedia events, alongside panels and presentations from industry legends, emerging, and innovative leaders. Visit these links for more information about [CIMMfest](#) and to purchase tickets to the [The Smart Studios Story screening](#) and [afterparty](#).

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 RolandUS.com or see your local Roland dealer.