



Press Release

**FOR IMMEDIATE RELEASE**

## **Roland Announces V-Drums Acoustic Design Series**



*All-New V-Drums Kits Merge the Classic Look of Acoustic Drums with Roland's Leading Electronic Percussion Technology*

**Anaheim, CA, January 15, 2020** — Roland (NAMM Hall A, Booth #10702), introduces [V-Drums Acoustic Design](#), a brand-new product category within the renowned Roland electronic percussion lineup. V-Drums Acoustic Design presents a different kind of V-Drums experience, merging the alluring presence of acoustic drums with Roland's world-leading digital percussion technology. For traditional drummers, V-Drums Acoustic Design opens a world of possibilities with the benefits of V-Drums—without having to sacrifice the classic acoustic vibe they know and love. The powerful union of Roland's long technological development history with top-tier acoustic feel and appearance gives every player an electronic drum set they will be proud to own.

V-Drums have always provided the most natural electronic drumming experience available, offering behavior that accurately models the response of real acoustic drums. V-Drums Acoustic Design kits deliver the authentic look to match, with full-size wood shells, custom heavy-duty chrome shell hardware, thinner cymbals, standard acoustic mounting, and more. Every kit projects the premium look of high-end acoustic drums, providing a familiar presence that's the centerpiece of any stage.

Playing a V-Drums Acoustic Design kit has a feel that's uncannily acoustic, with the comfortable dynamic interaction of a traditional set. Advanced shell sensor systems eliminate hot spots and ensure the kick and toms behave just like their acoustic counterparts. Streamlined crash cymbal pads offer improved stick feel and swinging motion, thanks to a 40-percent reduction in thickness compared with previous generations. The range-topping V-Drums Acoustic Design 5

Series kits also feature digital snare and ride pads, which work with the TD-27 module's speedy processing to provide high-res definition and unparalleled creative expression.

The V-Drums Acoustic Design lineup includes three different kits with varying configurations. The premier [VAD506](#) and [VAD503](#) kits feature the [TD-27](#) module, full-size kick and toms, and a digital snare and ride. The more affordable [VAD306](#) kit includes the TD-17 module and features kick, snare, and toms with shallow wood shells, making it ideal for drummers who want genuine acoustic look and feel in a compact, space-saving footprint.

The new TD-27 module included with V-Drums Acoustic Design 5 Series kits takes the organic experience even further. Fusing samples recorded in world-class studios with advanced behavior modeling refined over two decades, Roland's Prismatic technology produces drums that not only sound exceptional, but also respond just like authentic acoustic instruments. With over 700 sounds, 55 preset kits, and 100 kits in total, the combination of the TD-27 module and premium wood drum shells brings deeply immersive realism to electronic drumming. The new overhead mic simulator and increased room ambience control go deeper still, providing a natural sense of spaciousness that any drummer will instantly feel at home with.

For a hands-on demo of Roland products like the V-Drums Acoustic Design series, visit Hall A at The NAMM Show in Anaheim, California, at booth #10702 from January 16-19, 2020.

### **Availability & Pricing**

The Roland V-Drums Acoustic Design series will be available May 2020 and includes the VAD306 available for \$2,499.99; VAD503 for \$3,999.99; and VAD506 for \$4,799.99.

To learn more, visit [Roland.com](https://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 nearly 50 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer.*

### **Press Contact:**

Claire Rocawich  
Account Supervisor  
Max Borges Agency  
+1 (305) 374-4404, Ext.110  
[clairerocawich@maxborgesagency.com](mailto:clairerocawich@maxborgesagency.com)

### **Company Contact:**

Rebecca Eaddy  
Global PR/Media Relations Manager  
Roland Corporation  
+1 (323) 890-3718  
[rebecca.eaddy@roland.com](mailto:rebecca.eaddy@roland.com)