



Press Release

FOR IMMEDIATE RELEASE

Roland Partners with Australia's JMC Academy



Roland Cloud Continues to Provide Leading Technology and Resources to Further Music Education Around the World

Los Angeles, CA, July 28, 2021 – Roland, the world-leading electronic musical instrument, music software, and professional video products creator, and JMC Academy, Australia's leading Creative Industries institution, are proud to announce a partnership that will see Roland Cloud, Roland's evolving cloud-based platform offering more than 50 authentic Roland software synthesizers and sound libraries, integrated across JMC Academy campuses, starting in September 2021.

With three campuses in Sydney, Melbourne, and Brisbane, and over 2,000 students each year, JMC Academy offers courses including audio engineering and sound production, music production, and songwriting, among others. To support JMC Academy's mission of ensuring the highest quality of education for its students, Roland is giving students access to the full suite of Roland Cloud instruments. These include software versions of legendary synths like JUPITER-8 and JUNO-106, classic rhythm machines such as the TR-808, TR-909 and TR-606, and the music creation app Zenbeats. Additionally, Roland's ZEN-Core Synthesis System will allow students to program sound contents in the ZENOLOGY Software Synthesizer and move those sounds around a selection of ZEN-Core hardware products such as the latest FANTOM workstations and popular GROOVEBOX models like the MC-707 and MC-101.

"It will be great having access to the range of classic Roland synths and drum machines, giving our students not only the ability to learn how synthesizers work but use these great sounds in their own productions," says Kemo Bunguric, Head of Music at JMC's Sydney campus. "Our teachers can suggest starting points for creating a synth patch in ZENOLOGY and then check the saved results of their students creativity. ZENBEATS is also a great addition as our students can create, collaborate and share their musical works with each other easily when writing songs."

"Our aim is to reach the next generation of music creators and inspire them to create while giving them the tools they need to succeed," says Roland Cloud CEO Brendan Callinan. "By partnering with JMC Academy, we are able to inspire students through education with both new and classic virtual instruments and applications that can help influence a future career in music."

JMC Academy is the only major music school in Australia to partner with Roland for 2021. The instrument manufacturer also announced a partnership with London's Point Blank Music Academy in January.

To learn more about Roland Cloud, visit [Roland.com](https://roland.com).

To learn more about JMC Academy, visit [JMC Academy.Edu.Au](https://jmcacademy.edu.au)

Hi-res images available [here](#).

About JMC Academy

Established in 1982 by John Martin Cass, JMC Academy was originally founded in Sydney to meet the demand for qualified professionals in the entertainment technology industry. From day one, JMC Academy broke ground as Australia's first private college to qualify for accreditation in the fields of Audio Engineering, Digital Television and Digital Multimedia.

Celebrating 40 years in education, JMC Academy remains Australia's leading Creative Industries institution. Along with Diplomas and Degrees in Music, Song writing, Audio Engineering and Sound production, Music Production, Film and Television Production, Entertainment Business Management, Digital Design, 3D Animation and Game Design, JMC now offers a Master in Creative Industries.

JMC Academy's ultimate focus is to deliver inspiring and technologically sophisticated programs, which cater to the global needs of the Creative industries and beyond. By nurturing, supporting and mentoring

students who share a true passion and dedication for these industries, JMC Academy is able to guide them into rewarding careers.

About Roland Corporation

For nearly 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://roland.com) or see your local Roland dealer.

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