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ROLAND ANNOUNCES ROBBEN FORD BLUES CUBE TONE CAPSULE*Custom Voicing Circuit for the Blues Cube Amplifier Series*

Summer NAMM Show (Booth 923), Nashville, TN, June 20, 2016 — The new Robben Ford Tone Capsule brings the signature tone of the noted blues and jazz fusion guitarist to the Roland Blues Cube amplifier series. This user-installable Tone Capsule changes the sound and response characteristics of the original Blues Cube amps, authentically reproducing the bold, creamy blues lead tone and strong presence of Robben Ford's famous sound.

Widely regarded as one of the top guitarists of all time, Robben Ford is well known for both his longtime solo career and collaborations with some of the biggest names in blues, jazz, and rock. Throughout most of his career, he has used a prized, custom-made tube amplifier to achieve his distinctive and appealing guitar tones. Robben worked directly with Roland engineers on this new Tone Capsule, fine-tuning the responsive, bluesy crunch and bold, cutting clean sound to his personal specifications. When the project was completed, the guitarist stated that he was "fully satisfied" with the results.

The popular Blues Cube amplifier series features Roland's innovative Tube Logic approach, which fully captures the highly musical sound and inspiring feel of classic tube guitar amps. In developing the Blues Cube, Roland engineers integrated the ability to instantly change the amplifier's voicing via a Tone Capsule socket on the chassis.

The Robben Ford Blues Cube Tone Capsule is compatible with the Blues Cube Artist, Artist212, Stage, and Tour amplifiers.

To learn more about the Robben Ford Blues Cube Tone Capsule, visit RolandUS.com/products/bc_tc-rf/.

About Robben Ford

Robben Ford is one of the premier electric guitarists today, particularly known for his blues playing, as well as his ability to play comfortably in a variety of musical contexts. A five-time GRAMMY® nominee, he has played with artists as diverse as Joni Mitchell, Jimmy Witherspoon, Miles Davis, George Harrison, Phil Lesh, Bonnie Raitt, Michael McDonald, Bob Dylan, John Mayall, Gregg Allman, John Scofield, Susan Tedeschi, Keb' Mo', Larry Carlton, Mavis Staples, Brad Paisley, and many others.

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.

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