



Press Release

**FOR IMMEDIATE RELEASE**

## **Roland Releases Update to Cross-Platform Music Creation App Zenbeats**



**Las Vegas, NV, January 6, 2020** — Roland (LVCC Central Hall, Exhibit #10719), a leading manufacturer and distributor of electronic musical instruments and professional video products, is showcasing [Zenbeats](#), an intuitive and inspiring music creation app that runs cross-platform and is free to access on Android, ChromeOS, iOS, Windows, and macOS devices, allowing anyone to be creative—anytime, anywhere. The acquisition of Open Labs' award-winning Stagelight app serves as the foundation for Roland Zenbeats, highlighting Roland's ongoing investment in empowering artists, bringing the joy of creative experiences to everyone. With the latest update - Zenbeats 1.1 adds multi-timbral subtrack support as well as support for the Roland A-88MKII MIDI 2.0-ready Keyboard Controller.

Roland has already received praise and awards for its new music creation app as a CES 2020 Innovation Award Honoree and *Music & Sound Retailer's* 34th Annual Music & Sound Awards winner of Best Website/App.

Everyone from beginners to beatmakers and electronic musicians can create, share, and collaborate on songs with their friends using Roland Zenbeats, and the app is designed for all screen types, from mobile devices to notebooks and desktops. Kids, teens, and adults can easily begin making beats and entire songs with Zenbeats' interactive and fun built-in lessons, while more experienced creators will enjoy exploring the app's expansive composition, collaboration, and production features.

Zenbeats also includes expressive onscreen instruments, 3rd party plugin integration including drag and drop support, collaborative jamming via Ableton Link, streamlined cloud support, and enhanced exporting options.

Roland CEO and Representative Director Jun-ichi Miki states, “Roland’s mission has remained the same since it was founded in 1972—to inspire the enjoyment of creativity for everyone. With Zenbeats, anyone can enjoy casual music-making using the devices they already own, and we are certain that our existing loyal fans will inspire us by how they bring the app into their musical lives.”



Pricing options for Zenbeats include Free, Unlock, and Ultimate.

**Free** enables anyone to get started immediately on their musical journey. It’s perfect for those dipping their toes into music creation, providing access to songs, lessons, powerful instruments, diverse sounds, and expansion options.

**Unlock** is available at two price points: Android and ChromeOS, iOS (\$14.99 USD), or Windows and macOS (\$49.99 USD). Unlock and access all in-app features including eight instruments, 14 effects, plugins (VST/AU/AUv3 where supported), and additional store credits to add more content to a user’s library.

**Ultimate** (\$149.99 USD) is the apex for those looking to collect everything Roland Zenbeats has to offer. Unlock every platform for all Android, ChromeOS, iOS, Windows, and macOS devices. Ultimate also includes the Zenbeats StorePass, which provides instant access to 40 preset packs, 40 loop packs, and sounds currently available.

Zenbeats is available on most devices\* including Chrome OS systems supporting Android apps, Android 6.0+, iOS 11+, macOS 10.11+ and Windows PCs running Windows 7 or higher with dual-core CPU or better, 2GB of RAM and 400MB of available storage and in English, Japanese, Spanish, French, and German.

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

*\*Software is not available in all countries and regions.*

*Zenbeats uses "élastique efficient V3 by zplane.development" as its time stretching engine.*

For a hands-on demo of Roland products like Zenbeats, visit the Roland exhibit at the Consumer Electronics Show (CES) in Las Vegas, Nevada, at booth #10719 from January 7-10, 2020.

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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 <http://www.roland.com> or see your local Roland dealer.*

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