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ROLAND INTRODUCES HP700 DIGITAL PIANO SERIES

Stylish and Affordable Home Pianos Offer Top-Level Performance and Inspiring Education Features for Families and Beginning Players

Los Angeles, CA, April 10, 2019 — Roland introduces the [HP700 series](#), the latest addition to the company's renowned selection of digital pianos for the home. The [HP704](#) and [HP702](#) models bring new levels of performance and sophistication to first-time piano buyers, combining gorgeous sound and elegant styling with modern *Bluetooth*® connectivity. With authentic playability and numerous built-in education and entertainment features, an HP700 instrument provides a strong foundation to inspire musical growth and support [family](#) enjoyment for years to come.

Playing the piano is one of life's most rewarding experiences, and the HP700 series encourages ambitions at every step of the journey. Both instruments are filled with new technologies that stimulate musical expression, and feature Roland's acclaimed SuperNATURAL Piano Modeling engine for stunningly realistic acoustic tone and responsiveness. The Hybrid Keyboard on the HP704 combines the look and feel of a wooden keyboard with durable molded materials, while the Progressive Damper Action pedal on both models provides true acoustic pedal behavior for executing advanced techniques.

With an elegant-yet-contemporary design inspired by Roland's award-winning LX700 series, an HP700 piano can make a bold statement or blend discreetly into any room. And with compact dimensions and vastly reduced weight compared to a traditional acoustic upright, it's easy to move the instrument to find the perfect spot. Volume-controllable internal speakers fill the room with rich, inspiring sound for daily playing and in-home performing, while connecting headphones provides an immersive, multi-dimensional sound experience that won't disturb family members or neighbors.

For interactive study, users can wirelessly connect the piano with their smartphone or tablet via *Bluetooth* to play along with favorite tunes or sharpen skills with online tutorials. And when no one's playing, an HP700 piano doubles as a home entertainment system for streaming music with dynamic high-fidelity sound.

For the HP700 series, Roland has carefully selected and meticulously manufactured finishes to present attractive instruments that owners will be proud to showcase in their homes. The HP704 and HP702 models are available in white, charcoal, dark rosewood, and light oak finishes. The flagship HP704 is also available in a classic polished ebony finish.

The perfect companion for the HP700 series is Piano Every Day, a unique iOS/Android mobile app that encourages regular playing. Once installed, owners can browse and purchase from Sheet Music Direct's online library of over 70,000 music scores, use the One Week Master option to regularly learn new pieces, and explore other interactive features that stimulate daily improvement.

To learn more about the HP700 series, visit Roland.com.

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 Roland.com or see your local Roland dealer.

For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).