



Press Release

FOR IMMEDIATE RELEASE

## Roland to Showcase 50th Anniversary Concept Piano During CES 2023



*Roland's Latest Concept Piano Offers Advanced Sound Quality and  
Stunning Design for a Look into the Future*

**Las Vegas, NV, January 3, 2023** — [Roland](#) (Central Hall #15301), a world-leading innovator of electronic musical instruments and multimedia products, will showcase its 50<sup>th</sup> Anniversary Concept Model Piano during CES 2023.

For decades, Roland has pursued the most promising electronic technologies to reinvent the acoustic piano playing experience and to honor the instrument's beautiful sounds and history. Since the release of Japan's first electronic pianos, the EP-10 and EP-20, in 1973, Roland has continuously worked to transform the space with its longtime commitment to advancing the form and function of this timeless instrument. Last evidenced by Roland's futuristic concept, the GPX-F1 Facet Grand Piano, which was unveiled at CES in 2020, the brand is now pushing the boundaries even further in celebration of its 50th year. With unique innovations and structural changes, Roland's 50th Anniversary Concept Piano paves the way for instruments of the future.

Offering improved sound quality, advanced connectivity, and stunning finishes, this 50<sup>th</sup> anniversary piano, equipped with Roland's latest sound system and tones alongside Roland's most legendary piano sounds and expression, also features a keyboard touch more natural and responsive than ever before. The concept piano's one-piece molded wooden body, designed in collaboration with Japanese furniture maker Karimoku, was inspired by the fusion of the past and future, while its exterior, comprised of Japanese oak wood, provides deep piano tones from its speakers.

More than a beautiful design, the 50th anniversary piano aims to fill a gap in the industry. In the age of digital pianos, many find rich sound quality is sacrificed for innovation. With that, Roland's concept piano offers a 360-degree speaker system, which is able to send sound in any direction through its 14 adjustable speakers placed strategically throughout.

In addition to those onboard speakers, the sound field around the piano will be enhanced with drone speakers, the first of their kind, which float above the piano for an enhanced sound quality and eye-catching experience. These drones operate on a low latency dedicated communication channel, allowing players to control their positioning as they play. Through these unique structural advancements, this concept piano is able to provide the sound quality of classic instruments, all while maintaining the modern enhancements of Roland technology.

The 50th anniversary piano offers advanced connectivity through the operation of these drones, as well as through its touch-panel table, which is embedded within the lid, supporting video conferencing, piano lessons and streaming tutorials, available through Roland Cloud.

While the Roland 50th Anniversary Concept Piano is not for sale, CES attendees can receive an exclusive in-person look at Roland's exhibit at CES in Las Vegas, Nevada, on January 5-8, 2023, at LVCC, Central Hall 15301.

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### **The Future Never Ends: The History of Roland Pianos**

<https://articles.roland.com/the-future-never-ends-the-history-of-roland-pianos/>

### **Soaring Sound: Meet the Piano of the Future**

<https://articles.roland.com/soaring-sound-meet-the-piano-of-the-future>

For the full press kit, including hi-res images and video click [here](#).

### ***About Roland Corporation***

*For 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](http://Roland.com) or see your local Roland dealer. Follow us on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).*

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