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LEARN TO CODE AND MAKE MUSIC WITH ROLAND'S NEW GO:KEYS SCRATCHX EXTENSION

*Kids Can Create Interactive Stories, Games and Animations with Music and Sound
Using Roland Keyboard and Popular Scratch Visual Programming Language*

The NAMM Show, Anaheim, CA, January 8, 2018 — Roland (ACC North, Level 2, Exhibit 17420) announces the release of GO:KEYS ScratchX Extension, a computer programming extension at the intersection of coding and music creation that offers a new way for kids to connect their [GO:KEYS](#) keyboards with the popular visual computer programming language Scratch. When ScratchX and the GO:KEYS ScratchX Extension are connected to a GO:KEYS instrument, kids can create original interactive stories, games, and animations with authentic sounds and music accompaniment. A project of the Lifelong Kindergarten Group at the MIT Media Lab, Scratch is used by millions of children around the world.

ScratchX is a browser-based platform for working with experimental extensions built by developers for the visual programming language Scratch. With its high-quality sounds and Loop Mix function, GO:KEYS is an ideal companion for ScratchX. In addition, it's possible to use GO:KEYS as an interactive controller for animation and other content created with ScratchX. Together, GO:KEYS and ScratchX form a unique platform for inspiring children and helping them explore their creativity.

The portable, battery-powered GO:KEYS offers music-making possibilities for those interested in creating their own music but have not learned to play piano notes or chords, or even read music. Its unique design offers one-touch operation with a "Loop Mix" feature, in which different instrument patterns are assigned to a range of keys on the keyboard. A simple key-press creates a musical pattern that can be combined with others to create custom grooves, while intuitive touch pads enable the sounds to be easily manipulated in real time. *Bluetooth®* connectivity to smartphones or tablets lets users jam with their favorite music or record songs using music creation apps. The GO:KEYS contains more than 500 high-quality sounds. A touch panel and backlit LCD makes it easy to select the perfect sound and musical genre. Built-in speakers and headphones jack offer on-the-go sound anywhere.

Brian Alli, Roland's Vice President of Artist Relations and Business Development, offered, "As we've explored Scratch, we've grown our own appreciation for the natural relationship between learning to code and playing music. We're excited to showcase the ScratchX Extension and its applications within GO:KEYS at NAMM this year."

Learn more about the Roland GO:KEYS ScratchX Extension by visiting 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 this product, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).