



Press Release

FOR IMMEDIATE RELEASE

Roland Corporation to Feature Roland, BOSS, DW Drums, PDP, and LP Brands at NAMM 2025 with “NAMM All Access from the Roland Studio”

Los Angeles, CA – November 12, 2024 – Roland Corporation announces Roland’s participation in **The NAMM Show 2025**, taking place from **January 21-25, 2025**, at the **Anaheim Convention Center**. Roland will bring together its renowned brands—**Roland, BOSS, Drum Workshop (DW), PDP, and Latin Percussion (LP)**—in a Roland-exclusive “**NAMM All Access from the Roland Studio**” showcase, located on the second floor of the Anaheim Convention Center.

In addition to in-person brand and product experiences, “NAMM All Access from the Roland Studio” will provide a curated stream of digital content, allowing music fans worldwide to get a behind-the-scenes look at the NAMM experience, directly from Roland. Accessible via the **NAMM App, the NAMM website, and Roland’s social media channels**, NAMM All Access from The Roland Studio will feature:

- **New Product Releases** introducing Roland’s latest innovations in music.
- **Performances** showcasing top musicians from around the globe.
- **Product Demonstrations** offering a close look at Roland’s industry-leading instruments and equipment.
- **Behind-the-Scenes Content** capturing the dynamic atmosphere of NAMM 2025.

John Mlynczak, president and CEO of NAMM, shared his enthusiasm for Roland’s contributions to the event: “We are delighted to have Roland return to NAMM in 2025 and bring ‘NAMM All Access from the Roland Studio’ to this year’s show. Roland’s commitment to innovation and engaging musicians aligns perfectly with NAMM’s mission, and we’re excited for attendees—and music fans globally—to connect with their brands.”

“NAMM is an extraordinary event to connect in person with our audience and allow them to explore our latest product innovation firsthand. With ‘NAMM All Access from the Roland Studio,’ we’re offering our partners and musicians everywhere an insider’s view of our brands at NAMM,” said Matt Wechsler, CMO of Roland Corporation. “This experience is designed to inspire creativity, with hands-on playing opportunities and exclusive content that brings the NAMM experience directly to musicians worldwide.”

Join Roland for “NAMM All Access from the Roland Studio” in Anaheim in rooms 202A/B of the ACC, or follow along virtually. For more information on Roland’s involvement in NAMM 2025, please visit NAMM.org and Roland.com.

About Roland Corporation

For more than 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, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer. Follow Roland on [Facebook](#), [Twitter \(@RolandGlobal\)](#), and [Instagram \(@RolandGlobal\)](#).

About NAMM

The National Association of Music Merchants (NAMM) is the not-for-profit association with a mission to strengthen the \$19.5 billion music products industry. NAMM is comprised of over 10,000 global member companies and individual professionals with a global workforce of over 475,000 employees. NAMM events and members fund The NAMM Foundation's efforts to promote the pleasures and benefits of music and advance active participation in music-making across the lifespan. For more information about NAMM, please visit www.namm.org.

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