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## ROLAND ANNOUNCES ALEXA SKILL AND SELECT ROLAND MUSICAL INSTRUMENTS WITH ALEXA BUILT-IN



**Los Angeles, CA, January 7, 2019** — Roland (LVCC Central Hall, Exhibit #18230), a leading manufacturer of electronic musical instruments and professional video products, today announced ROLAND GO:PIANO with Alexa Built-in, the company's first Alexa Built-in digital piano, and its first Alexa Skill for select musical instruments. Committed to inspiring the thrill of creative expression, Roland continuously seeks to discover new ways of applying technology to make playing musical instruments and creating video content easier, more accessible and more fun for everyone. With the power of Alexa, Amazon's cloud-based voice service, Roland will introduce intuitive new ways to interact with musical instruments, starting with digital piano and soon expanding to other areas.

By combining the GO:PIANO with Alexa Built-in digital piano with Roland's powerful Alexa Skill, aspiring musicians at any level can enjoy simple voice operation of their instrument while their hands play music. Additionally, Alexa Built-in and Roland's Alexa skill open up a world full of cloud-based creative possibilities, from enjoying libraries of play-along music across the widest variety of genres to

sharing recorded personal performances with family and friends around the world. Moreover, Roland will continue to update and expand the capabilities of the Alexa Skill to embrace new instruments and new benefits for novice and experienced musicians alike.

Roland is designing the future of music-making by developing inspiring new instruments and integrating powerful technologies and services like Alexa. For a hands-on demo of Roland products featuring Alexa Built-in, please visit the Roland and Amazon exhibits at the Consumer Electronics Show (CES) in Las Vegas, Nevada, January 8–11, 2019.

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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 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](http://Roland.com) or see your local Roland dealer.*