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ROLAND TO HOST ONLINE NEW PRODUCT DEBUT EVENT “THE FUTURE. REDEFINED. NEW PRODUCT STREAM”

*14 Products to Debut from May 26 to June 23, Plus
Online Twitter Conversation on the First Day*

Hamamatsu, Japan, May 19, 2017 — Bringing the thrill and excitement of creative experience to everyone, Roland announces the online new product debut event “The Future. Redefined. New Product Stream.” As part of the event, 14 Roland and BOSS musical instrument products are scheduled to debut from May 26 to June 23, 2017. Introductions will include Roland synthesizers, electronic drums/percussion, and video solutions, as well as guitar-related products.

Roland will officially launch the event on May 26, 2017, at 7:00am UTC, by unleashing four new musical instruments in the drums/percussion category. Roland will also host an online Twitter conversation on May 26, where fans can go behind the scenes and interact with the developers by adding hashtag #RolandTFR to tweets. Debuts for the remaining products are scheduled on June 1, June 20, and June 23, 2017.

Fans of Roland and BOSS around the world are encouraged to participate in this unique product debut event at Roland.com/TFR on May 26. The Online Twitter conversation schedule and additional debut event details will be posted on this dedicated website beginning May 19.

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 www.Roland.com or see your local Roland dealer.