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Roland Sponsors Richie Hawtin's CNTRL: Individuality & Creativity in Technology-Based Music

College campus tour celebrates electronic music with lectures and performances

Los Angeles, CA, April 15, 2015 — Roland is a proud technology sponsor for this year's **CNTRL: Individuality & Creativity In Technology-Based Music**, a college campus tour presented by [Richie Hawtin](#). Taking place from April 15 – 25 at colleges and hot spots throughout North America, this immersive event features daytime lectures on music, technology, and their intersection, plus night-time performances that literally place the day's words in motion.

Ean Golden of DJ TechTools will serve as seminar moderator during the daytime component, which functions as a college for future electronic music stars. The event's centerpiece is a discussion featuring Richie Hawtin, Ean Golden, DJs and special guest speakers. An hour-long masterclass hosted by Point Blank Music School complements the main discussion.

Attendees will have an opportunity for hands-on exploration of some of Roland's newest electronic music offerings, including the **TR-8 Rhythm Performer** that melds the legendary sound and vibe of the TR-808 and TR-909 with modern features and functions. Other popular products on display will be the TB-3 Bass Synthesizer, VT-3 Voice Transformer, System-1 "PLUG-OUT" Synth, and MX-1 Mix Performer.

At night, attendees will get to witness everything come to life during a fiery gig by CNTRL's namesake and a revolving line-up of top artists.

For more info, a list of confirmed venues and line-ups, as well as ticket info, please visit: <http://cntrl-edu.com> or www.facebook.com/CNTRLedu.

About CNTRL:

CNTRL is all about engaging new and old, past and present North American fans of electronic music and showing them the roots of the music, the history of a global movement and demonstrating what the future of music technology and performance has the power to become.

Central to the **CNTRL** concept are daytime seminars in the colleges to inform and inspire people about technology, music production, live performance, and the business of electronic music. **CNTRL** will be a future thinking session, but will also ensure the students leave with a deeper understanding of how the genre developed to where it is today. The event then ends with a club gig in the evening, giving the students a chance to experience the artists in action.

About the tour, Ean Golden adds, “CNTRL is a collection of inspiring artists who have taken control of their career and forged original paths through the music industry. By going out on the road and directly speaking to fans, this tour will move aspiring artists to find their own voice, and believe in the possibility of success, even if it doesn't fit the typical music molds of today.”

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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 RolandUS.com or see your local Roland dealer.