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ROLAND ANNOUNCES NEW HP-SERIES DIGITAL PIANO MODELS

*All-New Cutting-Edge HP601 Model and Refreshed HP603A Model with
Bluetooth® Audio Support*

Los Angeles, CA, September 14, 2017 — Roland announces the HP601 and HP603A, two new additions to the respected HP digital piano lineup. Roland's HP series allows anyone to bring the sound and performance of a concert-class piano into their living, teaching, or recital space, with stylish cabinet color choices to suit modern lifestyles. The all-new HP601 is the most affordable model in the series, featuring integrated Bluetooth® audio/MIDI connectivity and premium piano action in an elegant HP cabinet. Based on the current HP603 model, the HP603A offers extended functionality with support for Bluetooth audio along with Bluetooth MIDI, enabling wireless music streaming from smartphones and tablets through the piano's onboard speaker system.

The [HP601](#) is equipped with Roland's SuperNATURAL Piano engine, which delivers the authentic sound and interactive tonal response of an acoustic grand piano and 288 notes of polyphony. The [HP603A](#) features Roland's groundbreaking SuperNATURAL Piano Modeling technology, which recreates the entire sound-creation process of an acoustic piano for a rich, living sound with limitless polyphony and organic tonal changes that naturally follow the player's touch.

The HP601 and HP603A both include the flagship PHA-50 progressive hammer-action keyboard with escapement. It features the latest sensing technology for superior touch response, and has keys constructed with a hybrid of wood and ivory-feel materials for authentic playability and lasting durability.

Via built-in Bluetooth audio/MIDI support, HP601 and HP603A users can enhance performances and practice sessions with their favorite mobile devices. Music can be streamed wirelessly through the piano's onboard speakers, perfect for playing along with favorite songs or working with music lessons from the web. Roland's free Piano Partner 2 app displays digital notation for the piano's internal songs, and pages even turn automatically as a song plays. The app also provides access to backing rhythms and flash card games that help build skills with intelligent accompaniment and engaging music exercises.

The HP601 and HP603A come with over 350 ready-to-play songs, including traditional music, classical masterpieces by Mozart and Beethoven, and famous piano etudes from Hanon and Czerny. The onboard metronome helps users develop timing, while the recorder captures playing to USB flash media for checking progress and sharing music with friends and family. Twin Piano mode splits the keyboard into two 44-note pianos, allowing two people to play together side by side.

The HP601 and HP603A are offered in contemporary rosewood, contemporary black, and white finishes, allowing users to select the perfect color to match the décor of any home.

To learn more about the HP601 and HP603A Digital Pianos, visit 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 these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).