



Press Release

FOR IMMEDIATE RELEASE

Roland Partners with Skoove to Offer Three Months of Free Online Piano Lessons



Roland and Skoove Make Piano Lessons Free and Accessible by Computer or Mobile Devices Across the Globe

Los Angeles, CA, March 26, 2020 — Roland, a leading manufacturer of electronic musical instruments and professional video products, announces its partnership with [Skoove](#) offering three months of free online piano lessons to users across countries including the [U.S.](#), [U.K.](#) and Japan, among many others. Owners of qualifying Roland pianos* will receive unlimited access to hundreds of songs and interactive courses they can access anytime on their computers, smartphones or tablets.

“At Roland, we’ve always believed in the power of music and the benefits that it brings,” said Roland Americas Vice President of Marketing, Chris Halon. “And in these uncertain times, when we’re advised to reduce contact with others, being able to sit at an instrument and play could help us more than we realize.”

“Around the world, people now have a window of opportunity to pursue new hobbies or refine their skills,” said Florian Plenge, CEO of Skoove. “We are pleased to partner with Roland in sharing the joy of piano to newcomers and existing players alike. Together our aligned goal is to make this time at home more enjoyable and serve as a source of inspiration.”

Skoove is the software developer behind interactive apps for learning piano, including the popular **Skoove: Learn Piano**. Users learn how to play piano step by step, receive real-time feedback and can play some of yesterday and today's most popular songs. The platform is a great way for music teachers to work with students online and keep in contact with pupils from the comfort of their home.

Sign up, stay safe and make music!

For the full press kit, including hi-res images, [click here](#).

To learn more, visit Roland.com.

***Qualifying piano supporting free online lessons from Roland and Skoove include:**

DP-90, DP-90S, DP603, DP90e, DP90Se, F-130R, F-140R, FP-10, FP-30, FP-50, FP-60, FP-80, FP-90, GO:KEYS GO-61K, GO:PIANO GO-61P, GO:PIANO88 GO-88P, GO:PIANO with Alexa Built-in, GP-7, GP607, GP609, HP504, HP601, HP603, HP603A, HP605, HP702, HP704, HPi-50e, KF-10, LX-17, LX-7, LX705, LX706, LX708, RP102, RP501R

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 nearly 50 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.roland.com> or see your local Roland dealer.

About Skoove

At Skoove, we want to unlock the magic of making music for everyone who dreams of playing an instrument. Skoove (Learnfield GmbH) was founded in 2014 in Berlin, Germany. With more than 1 million users today, we make interactive apps to learn piano. We combine music learning science, audio technology, and machine learning to build a unique company in the music tech space. For more information, visit <https://www.skoove.com/>.

Press Contact:

Claire Rocawich
Account Supervisor
Max Borges Agency
+1 (305) 374-4404, Ext.110
clairerocawich@maxborgesagency.com

Company Contact:

Rebecca Eaddy
Global PR/Media Relations Manager
Roland Corporation
+1 (323) 890-3718
rebecca.eaddy@roland.com