



Press Release

FOR IMMEDIATE RELEASE

Roland Releases GO:KEYS 3 Minion Inspired by Illumination's Minions



High-Quality Portable Keyboard with Authentic Minions Sounds and Artwork, Developed in Collaboration with Universal Products & Experiences

Los Angeles, CA, September 15, 2026 — In collaboration with [Universal Products & Experiences](#), [Roland](#) releases [GO:KEYS 3 Minion](#), an enhanced version of the company's GO:KEYS 3 portable keyboard for aspiring musicians and creators. This inspiring keyboard fuses Roland's high-quality musical instrument design with images and voices of the expressive Minions.

GO:KEYS 3 Minion is a fun, elevated, and powerful instrument that features newly created illustrations by Illumination and a variety of official Minions voice sounds. It's perfect for anyone just starting their creative journey, driving them to discover the joy of music with onboard encouragement and support from some of the most beloved animated characters in movie history. The instrument is also a unique collectible for every Minions fan.

GO:KEYS 3 Minion features a yellow body with blue trim to represent the iconic Minions' yellow look, plus illustrations of their distinctive personalities on the front and rear panels. Dedicated buttons provide quick access to 32 voice variations of Bob, Kevin, and Stuart, which can be played as pitched sounds across the keyboard.

Embedded inside GO:KEYS 3 Minion is the same Roland ZEN-Core sound engine used by professional musicians, providing a serious platform for developing musical skills. Along with the playable Minions sounds, users can explore over 1000 sounds from Roland's historic library, including acoustic pianos, orchestral instruments, synthesizers, guitars, drums, and more.

The keyboard also includes practice-supporting tools such as a metronome, recorder, Bluetooth, and auto-accompaniment, helping beginners gain confidence as they pursue creative ambitions.

With its portable, all-in-one design, GO:KEYS 3 Minion allows players to enjoy music anywhere. The built-in stereo sound system delivers rich, satisfying sound, while support for AA battery power makes setup fast and easy. It's also possible to plug in headphones or earbuds and play the keyboard without disturbing others.

GO:KEYS 3 Minion supports Roland Cloud Connect, an optional wireless adapter that lets users browse, audition, and download Roland Cloud content from a smartphone or tablet. A purchase of Roland Cloud Connect also includes one year of Roland Cloud Pro membership.

To learn more about GO:KEYS 3 Minion, visit [Roland.com](https://www.roland.com).

About Illumination

Illumination, founded by Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films, including Despicable Me—the most successful animated franchise in cinematic history—as well as Illumination and Nintendo's record-breaking The Super Mario Galaxy Movie and The Super Mario Bros. Movie, and Illumination's Dr. Seuss' The Lorax, Dr. Seuss' The Grinch, The Secret Life of Pets and Sing films. The Illumination library includes five of the top 20 animated films of all time, and the company's iconic, beloved franchises—infused with memorable and distinct characters, global appeal, and cultural relevance—have earned more than \$11 billion worldwide. Illumination has an exclusive financing and distribution partnership with Universal Pictures.

About Universal Products & Experiences

Universal Products & Experiences (UP&E) globally drives the expansion and elevation of NBCUniversal's iconic collection of brands, intellectual properties, characters, and stories based on the company's extensive portfolio of properties created by Universal Pictures, Illumination, DreamWorks Animation, and NBCUniversal Television and Streaming. The division executes this through innovative physical and digital products, as well as engaging retail and product experiences across our expansive global theme park destinations (for both owned and third-party IP), location-based venues, e-commerce product platforms, and retailers around the world. Along with global brand strategy and creative, UP&E's lines of business include Consumer Products and Games, along with Theme Parks Products & Retail. UP&E is a division of Universal Destinations & Experiences, part of NBCUniversal, a subsidiary of Comcast Corporation. More information is available at universalproductsexperiences.com.

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About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, drums and percussion, and guitar products to DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including Roland Cloud, BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer. Follow Roland on [Facebook](#), X (Twitter) ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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