

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938 T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

Press Contact:
Robert Clyne
President
Clyne Media, Inc.
(615) 662-1616
Robert@clynemedia.com

Company Contact:
Rebecca Eaddy
Global Influencer Relations Manager
Roland Corporation
(323) 890-3718
rebecca.eaddy@roland.com

ROLAND ANNOUNCES FP-10 DIGITAL PIANO

Affordable 88-Note Instrument with Class-Leading Sound, Features, and Portability

The NAMM Show, Anaheim, CA, January 23, 2019 — Roland (Exhibit 10702, Hall A) announces the FP-10 Digital Piano, a new entry-level instrument with premium sound and playability. The FP-10 features Roland's acclaimed piano sound and an expressive 88-note weighted-action keyboard, delivering top-tier performance that was previously unavailable in its price class. The instrument's portable design makes it easy to move, while built-in stereo speakers and support for headphones allow users to play anytime and anywhere. Providing an authentic piano experience at an exceptional value, the FP-10 is ideal for both serious piano students and advanced players who need a portable instrument for gigging, teaching, and playing at home.

Roland's popular FP-30 Digital Piano has been an undisputed hit among players, with over 150,000 instruments sold since its release in 2016. The <u>FP-10</u> inherits many of the FP-30's key features in an even more portable and affordable design. SuperNATURAL Piano technology delivers rich, dynamic sound that provides a solid foundation for learning, along with detailed articulation and response to satisfy the most experienced players. The PHA-4 Standard keyboard is the perfect complement, offering progressive hammer action, escapement, and Ivory Feel keys found in Roland's high-end home pianos.

With its modern digital engine, the FP-10 goes far beyond any acoustic piano, bringing more fun and productivity to playing sessions. Non-piano sounds like organs, strings, and jazz scat allow users to enjoy different music styles, while an onboard metronome is always at hand to improve timing. Twin Piano mode eliminates the grind of solitary practice, supporting side-by-side playing in the same key range with a duet partner or teacher. These and others functions can be operated in an even more interactive way via the Piano Partner 2 app for iOS and Android devices. The FP-10 includes *Bluetooth®*-MIDI support as well, allowing players to wirelessly record MIDI tracks in music production apps like Apple's GarageBand and many others.

The Roland FP-10 Digital Piano is currently available with U.S. pricing of \$499.99.

To learn more about the FP-10 Digital Piano, 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 <u>Roland.com</u> or see your local Roland dealer.

For high-resolution images of these products, please visit our <u>press and dealer resources center</u> and visit <u>here for embeddable videos</u>.