



Press Release

FOR IMMEDIATE RELEASE

Roland Announces Exclusive Global Distribution Partnership with ENHANCIA, Makers of Neova Ring MIDI Controller



First-of-Its-Kind Jewelry-Shaped MIDI Controller to Be Sold Globally Through Roland's Authorized Sales Network

Anaheim, CA, January 15, 2020 — Roland Corporation (NAMM Hall A, Booth #10702), a leading manufacturer of electronic musical instruments, professional video products, apps, and cloud-based services, announces today its exclusive global distribution partnership with [ENHANCIA](#), makers of the **Neova Ring** MIDI controller. The first-of-its-kind jewelry-shaped MIDI controller will be sold globally through Roland's authorized network of musical instrument and consumer electronics retailers.

The finger-worn Neova Ring MIDI Controller provides musicians with a new form of musical expression by allowing them to control MIDI-compatible devices using natural hand gestures mid-air. Neova is composed of a ring and a hub. The ring recognizes your motion and sends all the information to the hub through a proprietary wireless protocol optimized for low latency. The hub embeds a charging system that allows it to refill the battery of the ring. The hub can be connected to any of your favorite synthesizers or a computer using standard MIDI or USB.

After a simple setup process, musicians are ready to start playing or controlling their instrument in a manner which perfectly complements their existing technique. Intuitive hand movements connect a musician to the ring's software-based gesture library, including Vibrato, Bend, Tilt, Wave, and Roll—each generating expression information which is sent to the connected MIDI

device. The ring's proprietary and patented ultra-low-latency wireless technology, eight times the speed of Bluetooth, provides the sensation of a perfect connection between musician and sound source.

ENHANCIA CEO and Co-Founder Hyun-Jai Lee, "Our team is honored by Roland's commitment to distribute our Neova Ring. Our goal is to become a major brand in the expressivity market dedicated to musicians, and we have all been inspired by Roland as a legendary musical instrument innovator for most of our musical lives. We are looking forward to sharing our unique MIDI controller with as many musicians around the world as possible. The best is yet to come."

"Roland is excited to partner with ENHANCIA in presenting Neova to the world. Inspiring the enjoyment of creativity is our company commitment, and the Neova Ring's intuitive, natural approach to musical creation allows users to quickly tap into the joy and artistry of making music," offered Roland Corporation Director of Global Product Management Jeroen Ravesloot.

For a hands-on demo of the Neova Ring and Roland products, visit Hall A at The NAMM Show in Anaheim, California, at booth #10702 from January 16-19, 2020.

To learn more, visit Roland.com.

About ENHANCIA

ENHANCIA, a French musical hardware and software company, was established in 2017 by a young team of recent university graduates with a passion for music. The team of inspired musicians quickly developed a new musically-driven, motion-sensing technology that helped children with disabilities interact with music more easily—like playing drums by simply motioning their hand in the air. As musicians, the founders were compelled to further develop the technology as a creative tool for musicians of all levels—leading to the creation of the Neova Ring MIDI controller and Plume software—unique products that inspire musical creativity and help musicians exceed the technical limits of their instruments.

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 Roland.com or see your local Roland dealer.

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