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ROLAND ANNOUNCES ROLAND CLOUD EARLY ACCESS BETA

For Dreamers and Creators, Roland Cloud Connects People, Musical Instruments, and Useful Services in Simple, Fun, Inspiring, and Affordable New Ways

The NAMM Show, Anaheim, CA, January 18, 2017 — Roland (Booth 300A, Level 3) is announcing the start of an Early Access Beta for ROLAND CLOUD, a new subscription service designed to add value to the company's instruments and production tools following the theme **"Everything Connected."** Available first for U.S. residents and soon for customers worldwide, the ROLAND CLOUD EARLY ACCESS BETA is offering a 1-month free subscription available at the NAMM Show.

For customers, ROLAND CLOUD provides immediate access to an array of authentic Roland software synthesizers, including all titles from the popular PLUG-OUT Series (SH-101, SH-2, PROMARS, SYSTEM-100, SYSTEM-1). In addition, customers will enjoy access to all-new simple and great-sounding soft synths such as the all-new, ultra-deep-sampled TERA Series featuring TERA PIANO and iconic ANTHOLOGY 1987 soft synths. Future updates will introduce interactive online communities, a vibrant marketplace, and much more.

For MI dealers, ROLAND CLOUD represents a significant investment in expanding the market for music-making worldwide. While the unique subscription model will improve accessibility to a quality music-making experience for creators at any level, the opportunity for Roland to engage deeply and directly with its fans will drive new product and services development, and ultimately increase customer lifetime value for everyone.

Along with launching the ROLAND CLOUD EARLY ACCESS BETA, the NAMM Show will also play host to **"Everything Connected"** demonstrations of RAINLINK, the company's new high-resolution communication technology for digital musical instruments and computers. Used in combination with ROLAND CLOUD deep-sampled instruments such as TERA PIANO, RAINLINK provides a level of creative expression and control never-before experienced.

To learn more, visit www.rolandcloud.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 www.Roland.com or see your local Roland dealer.