



Press Release

**FOR IMMEDIATE RELEASE**

## **ROLAND UNVEILS NEXT-GENERATION FANTOM KEYBOARD SERIES**



*All-New Expandable Keyboards Offer Fluid Workflow, Modeless Operation, Deep Computer Integration, and More*

**Los Angeles, CA, September 5, 2019** — Roland, a leading manufacturer and distributor of electronic musical instruments and professional video products, announces the flagship [FANTOM](#) lineup, an all-new series of professional keyboards for music production and live performance. Developed from the ground up for modern players, the next-generation FANTOM 6, FANTOM 7, and FANTOM 8 models fuse Roland's latest synthesizer technologies with fluid operation, an intuitive color touchscreen, and deep computer integration. FANTOM instruments also offer superb playability, and feature rugged, tour-ready construction to meet the demands of everyday life on the road. The [FANTOM 8](#), [FANTOM 7](#), and [FANTOM 6](#) will be available in the U.S. in September for \$3,999.99, \$3,599.99, and \$3,299.99, respectively.

Today's professional keyboardists need an instrument that lets them compose and perform music with no creative roadblocks to slow them down. They also need to integrate seamlessly with the computer-based environments that form the backbone of modern stage and studio setups. FANTOM is designed to meet all these needs and more, giving players a new type of creative hub to realize ideas and accelerate workflow like never before.



A key feature of FANTOM is its modeless interface, which makes technical limitations and confusing operation a thing of the past. Players never have to worry about what features work in which mode—FANTOM is always in full-on creative mode, providing a consistent working experience in every musical scenario. And with workspaces called Scenes, the instrument can be fully customized and instantly reconfigured for different composition and performance setups.

FANTOM's flexible and expandable sound engine leverages decades of research and development, providing an endless range of inspiring and authentic electronic, acoustic, and hybrid sounds. Players can combine different synthesis technologies along with the onboard analog filter for new and unusual sounds. There's also an enormous selection of effects available to enhance individual sounds and process entire mixes.

With FANTOM's potent DSP engine, players can focus on music, not rationing processing power. It's possible to run all 16 parts with all available effects at once, complete with full patch remain for seamless transitions. There's never any guessing about how many effects are available, or if sounds can be changed smoothly without limiting complex patches.

FANTOM models offer exceptional playability and aftertouch support with Roland's best keyboards ever, including the acclaimed PHA-50 on the 88-key FANTOM 8 and a brand new semi-weighted action on the 76-key FANTOM 7 and 61-key FANTOM 6. In addition to the color touchscreen interface, there are plenty of knobs and sliders for intuitive and immediate control, plus a dedicated synthesizer section with oscillator, filter, and envelope controls.

FANTOM is a complete music composition platform, filled with creative options to build arrangements fast. Available tools include RGB pads, a classic TR-REC style pattern sequencer, real-time recording with piano roll editing, and a grid for recording and launching clips.

FANTOM excels as a standalone instrument, but its powers grow exponentially when connected to computers, analog synthesizers, and other gear. DAWs and performance software like Apple's Logic Pro and MainStage can be operated from the touchscreen and panel controls, and virtual instruments from Roland Cloud and others can be easily controlled and combined

with FANTOM's internal sounds. It's also possible to drive modular and analog synthesizers from its dual CV/Gate outputs.

To learn more about the all-new FANTOM keyboards, visit [Roland.com](http://Roland.com).

For hi-res FANTOM keyboard images, please click [here](#).

FANTOM series video available here: <https://youtu.be/XzgHs8V0eY0>

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For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).

**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 <http://www.roland.com> or see your local Roland dealer.*

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