



## Press Release

# Roland V-Drums Quiet Design VQD106 and Music Creation Keyboard GO:KEYS 5 & 3 Win GOOD DESIGN AWARD 2024

*Revolutionary New Quiet Electronic Drum Kits Reduce Impact and Vibration  
Sound by 75%\**

*Fun Modern Keyboard for Making Music, No Experience Required*

*\* Compared to existing Roland V-Drums product*



## *V-Drums Quiet Design VQD106 and Music Creation Keyboard GO:KEYS 5 / GO:KEYS 3*

**Los Angeles, CA, October 16, 2024** —Roland announces the V-Drums Quiet Design [VQD106](#) and the Music Creation Keyboard [GO:KEYS 5](#) / [GO:KEYS 3](#) have won a GOOD DESIGN AWARD 2024. Managed by the Japan Institute of Design Promotion, the GOOD DESIGN AWARD has been the sole comprehensive design evaluation and commendation system in Japan since 1957.

### **V-Drums Quiet Design VQD106**

The V-Drum Quiet Design VQD106 is a completely new electronic drum kit that has been designed with noise reduction in mind, pursuing extreme quietness without compromising playability or expressiveness. It is equipped with newly designed pads and stands that combine mesh heads, low-hardness rubber, multi-layered cushions, and hemispherical rubber feet to reduce the sound of impact and vibration by 75% compared to existing Roland V-Drums

electronic drums (measured under Roland's set conditions). Even those living in a block of flats can enjoy drumming to their heart's content without worrying about noise or vibrations affecting those around them or those living on the floors below.

"The V-Drums Quiet Design is truly deserving of the award due to its innovative approach to solving a significant problem for drummers: noise reduction. What sets these electronic drums apart is their ability to maintain the playability and feel of traditional acoustic drums while drastically reducing noise levels. This is achieved with a mesh head, low-hardness rubber, and a hollow hemispherical design that minimizes impact noise and floor vibrations. The features allow drummers to practice and play in environments that were previously challenging, such as apartments or during late hours, without disturbing neighbors or family members. This not only addresses the aspects of noise reduction but also supports the broader mission of making music more accessible to everyone, regardless of their living situation. The combination of innovative materials, thoughtful design, and a focus on user experience make this product fully deserving of this recognition," said the jury members.



Performance Image of the V-Drums Quiet Design VQD106

### **Music Creation Keyboard GO:KEYS 5 / GO:KEYS 3**

The GO:KEYS 5 and GO:KEYS 3 are keyboards that even beginners can use to enjoy authentic performances and to make music with a sense of being a creator. Equipped with Roland's top-of-the-line sounds and automatic accompaniment functions, these two GO:KEYS models can be played with simple one-finger operation. They also support performance and song creation linked to PCs and smartphones and allow users to add tones and accompaniment styles from [Roland Cloud](#). The exterior features a simple design and pop-friendly colors. The GO:KEYS 5

comes in Graphite and White, while the GO:KEYS 3 comes in Turquoise, Dark Red, and Midnight Blue.

"The design is streamlined with exquisite unisex color tones, button placement, and a simple, clear interface. It is lightweight and easy to hold, and the sound quality is excellent. Combined with its friendly, pop-like feel, we evaluated it as a product that would attract a new customer base," said the jury members.



Performance Image of the Music Creation Keyboard GO:KEYS 3

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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, guitar products, drum and percussion products, 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](https://www.facebook.com/RolandGlobal), Twitter ([@RolandGlobal](https://twitter.com/RolandGlobal)), and Instagram ([@RolandGlobal](https://www.instagram.com/RolandGlobal)).*

### **About the GOOD DESIGN AWARD**

*The GOOD DESIGN AWARD has been the sole comprehensive design evaluation and commendation system in Japan since 1957. Many companies and designers from both inside and outside of Japan participate in the activity to enhance the industry or the quality of life through design. "G Mark," the symbol of the award, has been recognized widely as a mark representing good design. For more information, visit [G-mark.org](http://G-mark.org).*

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