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ROLAND UPDATES POPULAR HOME DIGITAL PIANO LINES

New HP & LX Lines deliver superb performance for the home.



Hamamatsu, Japan, August 7, 2015 — Roland unveils four brand-new digital pianos for the home; the compact HP603 and HP605, along with the upright LX-7 and flagship LX-17. Blending the latest developments in sound, keyboard action, speaker systems and design, these latest instruments deliver unrivalled piano performance – a central part in Roland’s mission to develop the ultimate piano experience.

All four of the new models share some of Roland’s most celebrated digital features, including the latest SuperNATURAL Piano Modelling technology. Unlike conventional sampling – where hitting a key merely triggers a recording of a piano note – SuperNATURAL reproduces the entire sound creation process of an acoustic piano and the interaction between its many critical elements. The result is authentic, complex, and living tone that responds to the dynamics of a player’s touch.

Another key feature of all four models is Roland’s new PHA-50 keyboard. This best-of-both-worlds surface is playable and durable, combining wood sides with molded material to let players enjoy traditional acoustic feel and appearance, while avoiding typical maintenance costs. An inner stabilizing pin ensures each key’s travel is smoother and quieter in performance

Smartphones and tablets are changing the way pianists learn, and the four new Roland pianos have the technology to keep up. The HP603 lets players access free music-score apps like PiaScore on their iOS device via *Bluetooth*® technology (and even turn the page onscreen by pressing the pedal). The HP605, LX-7 and LX-17 take it even further, allowing players to wirelessly connect to iOS/Android apps or online practice videos, then route the audio through speakers/headphones and play along.

The HP605, LX-7 and LX-17 feature Roland's Acoustic Projection System, which uses a powerful multi-channel amplifier and scattered speaker placement to recreate the rich, deep sound field of an acoustic grand piano. The HP605 and LX-7 have six speakers in three positions, with cabinet speakers creating the immersive 'main' sound, top-mounted spatial speakers reproducing the resonance of the piano's frame and nearfield speakers projecting the more dramatic tones. The LX-17 has an eight-speaker layout, adding tweeters for optimum projection (and as with an acoustic grand, greater clarity is achieved by opening the lid).

To support players in a variety of musical scenarios, the Roland HP603, HP605, LX-7 and LX-17 all feature a versatile selection of non-piano sounds, including strings, brass and organ. Bespoke sound setups created by the user can then be easily stored in 25 onboard registration slots, or backed up to a USB memory stick.

While their compact footprints make the HP603 and HP605 ideal for the home, there are some subtle differences between the two. HP603 has a classically-styled cabinet and three premium finishes (contemporary rosewood, black or white), while the HP605 has a taller cabinet design that further enhances sound projection, and is available in authentic polished ebony, contemporary rosewood or contemporary black/white.

Both the LX-7 and LX-17 deliver their flagship tone and performance from a classic upright cabinet design with a compact, practical footprint. The LX-7 is sold in three premium finishes (authentic polished ebony, classic brown walnut and contemporary black), while the taller LX-17 is offered in either authentic polished ebony or polished white.

To learn more about the Roland HP603, HP605, LX-7 and LX-17, visit Roland.com.

Roland's digital piano development

Back in 1974, Roland launched the EP-30, the world's first touch-sensitive electronic piano. Since then, the company has become a leader in digital piano innovation as well as one of the world's best-known musical instrument brands. During this journey, Roland's advanced technology has shaped the entire field of digital piano development. In the 1980s a fully digital piano sound engine offered customers remarkable realism, leading to significant success and market share. Highlights from the intervening years include the first hammer-action keyboards without springs and the DigiScore system, a 'digital sheet music' screen built in to the music rest that also offered lessons to help you learn the piano.

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.