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ROLAND CELEBRATES 40th ANNIVERSARY OF ICONIC JAZZ CHORUS GUITAR AMPLIFIER

Compact 40-watt JC-40 Released in Honor of the JC-120 Milestone



Hamamatsu, Japan, August 7, 2015 — Roland is proud to announce the most revered and successful Roland guitar amplifier in history is celebrating its 40th anniversary this year. Since 1975, the distinctive “JC Clean” tone and sturdy design of the JC-120 Jazz Chorus have been loved by many of music’s biggest names. Despite the name “Jazz Chorus,” legendary rock, punk, new wave, metal and country acts have all relied on its distinctive tone and effects, from The Police to Metallica to Dolly Parton. Forty years later in 2015, the JC-120 is just as popular and continues to evolve as a cutting edge product. The new JC-40 Guitar Amplifier follows tradition with the same legendary Jazz Chorus tone, effects, and durability in a compact 40-watt design that’s easy to carry while still being gig and studio worthy. On top of that, the JC-40 features many useful enhancements for the newest generation of players including refined effects and a stereo front-panel input.

The Jazz Chorus series has maintained a standalone status in the music scene for decades, and the ability to express the subtle and unique characteristics of an individual guitar’s sound and of a guitarist’s personal playing style have been hallmark to the success and popularity of the JC-120. The new JC-40 inherited these characteristics and more from the JC-120, including its legendary clean and sparkling

sound, tonner effects (the world's first unique amp effect in 1975), spacious and rich Dimensional Space Chorus, heavy-duty design, and high power. Roland has offered JC amps in various sizes and power configurations before, but the JC-120 is by far the most beloved of the group, and the new 40-watt JC-40 is the first in the series to mirror the iconic clean JC-120 sound in an easier to carry footprint for live performances anywhere.

Roland is celebrating the JC series' anniversary with a [Jazz Chorus web site](#) that commemorates the amp with JC trivia and quotes from world-famous guitar players who love JC amps. For more information about the new JC-40 Guitar Amplifier, please visit www.roland.com/products/jc-40/.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, and vocal 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 Roland.com.