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ROLAND DEBUTS JUNO-DS SYNTHESIZER

Next-Generation JUNO Keyboard with Enhanced Sounds and Features for Stage Performers



Hamamatsu, Japan, September 30, 2015 — Roland is pleased to introduce the latest models of its "JUNO Series," the Roland's highly acclaimed series of affordable, yet versatile synthesizers. The latest releases will be two "JUNO-DS" models that have been given substantial upgrades to its sounds and features while retaining the ease-of-use that the series is known for.

Roland's "JUNO Series" synthesizers have attracted a huge following ever since they were released as powerful and versatile synthesizers that enabled users to enjoy great sounds, and have become a favorite standard among hobbyist who seek to enjoy live performances. The JUNO-DS in this latest release has been given substantial upgrades to all of its sounds and features, all the while remaining true to the series' basic concept of delivering high-quality sounds, intuitive operations, and portability.

In terms of sounds, we have gone to our limits to improve the quality of presets, and offer users the ability to add sounds of their choice from Roland's special website. The JUNO-DS has also improved button and knob positioning so that users are able to bring up these sounds the moment that they need them.

In terms of functions, these models come with a vocal effects that allows users to hook up a mic and apply a variety of effects to their voices. They also come with a function for assigning sound effects and catchy phrases to the Phrase Pads, and instantly bringing them up while playing. This and many other functional additions will greatly expand the way users enjoy performing live on stages.

Needless to say, these models are lightweight and easy to carry around, and since they also run on batteries they are the perfect choice for street performances.

The JUNO-DS is available in either 61 keys which is standard for synthesizers, or in an 88-key model with a piano-touch keyboard that gives users the ability to deliver authentic piano performances.

▼ "High-quality Sounds," "Intuitive Operation," and "Lightweight & Portability" are the results of our relentless pursuit of the "Simply Creative!" concept.

The JUNO-DS comes with 1,200 presets with a focus on a diverse range of realistic musical instruments sounds such as pianos, organs, strings, brass instruments, and many other presets that have been optimized for live performances. Sounds are grouped into different categories and users can bring them up with a touch of a button, allowing first-time users or those who shy away from complicated navigating procedures to bring up the sounds that they are looking for. The 61-key model "JUNO-DS61" comes in a very rugged design, and yet weighs only 5.3kg to ensure that even non-muscular people will find it easy to lug around between rehearsal studios and live venues.

▼ Users can add sounds themselves from the wave expansion library on Roland's special website.

To ensure compatibility, The JUNO-DS is loaded with all of the patches that come with the previous-generation JUNO-Di, which is also highly popular. In addition to this, Roland has loaded these new models with new, even more powerful sounds. Special attention went into choosing rich acoustic piano sounds that users can use right out of the box as these sounds are used very frequently by many users. Users also have access to "Axial," a sound library site exclusively for Roland synthesizers, where they can add rich sounds to their synths, free of charge. This gives users the freedom to create their own synthesizers if they want.

• "Axial" sound library for Roland synthesizers: <http://axial.roland.com/>

▼ New functions enable joy of live performances (Vocal effects, Phrase Pads, pattern sequencer).

The JUNO-DS comes with a full-blown "vocal effects" that applies effects to voices captured on a mic connected to the unit including effective reverbs on main and backing vocals, and robot voice effects on vocals. The front panel of the unit also sports eight "Phrase Pads" that playback phrases and sound effects stored on your USB memory stick the instant you press them. You can set your "Phrase Pads" to glow in a color of your choice or set them to glow dynamically in response to your performance. The JUNO-DS also comes with a "pattern sequencer" that you can use in your live performances to record several bars worth of your improvisations right on the spot or record your song ideas during your songwriting process.

To learn more about the Roland JUNO-DS synthesizer, visit Roland.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 <http://www.roland.com> or see your local Roland dealer.