

## FOR IMMEDIATE RELEASE

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## **ROLAND DIGITAL PIANO DESIGN AWARDS**

*You Design the Future – Entry Starts November 10, 2015*

**Hamamatsu, Japan, October 20, 2015** — Roland is pleased to announce the Roland Digital Piano Design Awards, a unique opportunity for forward-thinking designers to create the piano of the future. Designers can begin submitting their digital concert grand piano concepts on November 10, 2015, with cash prizes awarded to the top three finalists.

In 1973, one year after Roland was founded, Roland launched the EP-10, Japan's first all-electronic, oscillation-based combo piano. The following year, Roland introduced the touch-sensitive EP-30, the world's first electronic piano with the ability to respond to a player's touch and dynamics. Ever since, Roland has remained at the forefront of piano innovation, continuously pushing the boundaries to the point where digital pianos can now virtually recreate their acoustic counterparts with ingenious realism.

Roland continues its quest to build the ultimate piano with the Roland Digital Piano Design Awards. The theme of this design challenge is to unleash a piano design that breaks away from tradition, and Roland is inviting innovative thinkers from around the world to participate. Each participant's goal will be to design the digital grand piano of the future, and the contest is open to ALL designers and design students WORLDWIDE. Designers are encouraged to focus on the look and outer structure of the digital piano cabinet, i.e. the outer shell, but can propose alternative digital functions and sounds as part of their overall design concept. Internal electronics diagrams like chips and wiring do not need to be provided if additional functions are proposed.

Judges will be comprised of professionals and experts from Roland Corporation and digital piano designs will be judged on the following criteria: 1) novelty and originality, 2) aesthetic superiority, 3) alignment with theme, 4) elegance and presence as a concert grand piano, and 5) how well the benefits of the digital piano are incorporated into the design. The official entry period is November 10, 2015 to December 21, 2015. Awards and prizes will be presented to one Grand Prize Winner (500K Yen), one Excellence Award Winner (200K Yen) and one Incentive Award winner (100K Yen). Winning designs will be announced online on January 21, 2016 and during the 2016 Winter NAMM Show in Anaheim, California.

Contestants can enter as many designs as they'd like but each design must be submitted individually. Visit the [official Roland Digital Piano Design Awards website](http://www.roland.com/designawards) for contest entry details or email [designawards@roland.com](mailto:designawards@roland.com).

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### **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.*

## The Roland Piano History Timeline

1973



### EP-10

Introduction of the EP-10, Roland's first all-electronic, oscillation-based combo piano.

1974



### EP-30

The debut of the world's first electronic piano with a touch-sensitive keyboard.

1983



### HP-400 / HP-300

The first digital pianos with MIDI, a protocol that enables digital musical instruments to communicate with each other.

1986



### RD-1000

A stage piano equipped with Roland's SA (Structured Adaptive) sound engine, the era's very latest digital technology.

1987



### HP-5600 / HP-5500S / HP-4500S / HP-3000S

Roland brings its advanced SA technology from the RD-1000 to the home market.

1991



### FP-8

Using keys with weighted hammers and no springs, the FP-8 was available in three colors; red, white, and gray.

1992



### HP-7700

A digital piano that combined the compact size of an electronic instrument with the elegant look of an acoustic grand.

2001



### HPi-5

The debut of DigiScore, an interactive digital sheet music display built into the music rest.

2003



### DP-900

With a depth of just 30 cm and a flat top with the lid closed, this stylish, compact piano instantly became a big hit.

2005



### RG-7

Equipped with 88-keys and a multi-sampled piano engine, the RG-7 captured the sound of every note on an acoustic grand.

2009



### V-Piano

Roland reinvents piano technology with the V-Piano, a modeling-based instrument to create totally new sounds.

2011



### V-Piano Grand

With a sound system that incorporates the piano frame and soundboard, this instrument blurs the line between digital and acoustic.

2015



### LX-17 / LX-7 / HP605 / HP603

High-end home pianos with enhanced sound modeling and a new keyboard that blends wood and molded material.