

FOR IMMEDIATE RELEASE

Press Contact:

Public & Investors Relations Group

Corporate Planning Dept.

Roland Corporation

[koho@roland.co.jp](mailto:koho@roland.co.jp)

<http://www.roland.com/>

## **Roland Announces New Music-Themed Video Channel Roland.Spotlight** *Roland Putting Music Lovers from Around the World in the Spotlight*

**Hamamatsu, Japan, April 6th, 2016** — Roland is pleased to announce Roland.Spotlight, a new music-themed video channel that gives music lovers from around the world a chance to be in the musical spotlight. Roland.Spotlight is a user-generated video channel made for music lovers by music lovers. The goal for this unique new program from Roland is to give people who love music, regardless if they are just starting to play or are professionals, a chance to be in the spotlight by showing us their musical styles in fun, inspiring, emotional, and unexpected ways on video.

Roland.Spotlight will also give players a chance to unleash their creativity, performance tips, musical abilities, and more to a like-minded group of music makers on a global scale. Participants can easily share their work on YouTube while also being showcased within Roland's dedicated Roland.Spotlight community online.



Through the Roland.Spotlight program, Roland aims to inspire the joy of creative expression and playing music on a worldwide digital stage. Featured videos will be hand-selected by a team of musicians at Roland and showcased on dedicated Roland.Spotlight web and social media community pages. The entry period for Roland.Spotlight begins April 6, 2016, and the Roland.Spotlight community web page will be live May 10, 2016.

For more information, please visit the official Roland.Spotlight web page here:

<http://www.roland.com/spotlight>

-----

**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.*