

FOR IMMEDIATE RELEASE

Press Contact:

Public & Investors Relations Group
Personnel & Corporate Affairs Dept.

Roland Corporation

koho@roland.co.jp

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

ROLAND ANNOUNCES GP607 DIGITAL PIANO



Authentic Piano Performance and Advanced Technology in a Stylish Mini Grand Designed for Modern Living Spaces

Hamamatsu, Japan, September 10, 2016 — Roland has just introduced the new GP607 Digital Piano, a stylish and sophisticated mini grand piano for the home. The GP607 offers authentic tone and touch with Roland's advanced piano technologies, as well as a premium multi-channel speaker system that provides top-quality sound for both piano playing and listening to music. The GP607 also includes onboard learning features and Bluetooth® audio/MIDI connectivity with mobile devices, bringing further enjoyment to the piano experience. Available in either polished ebony or polished white, the handsome GP607 delivers superior piano performance in an impressive instrument ideally suited for modern living.

The GP607's graceful curves and elegant opening lid pay homage to the classic grand piano form, bringing a commanding presence to any room. Thanks to its advanced digital design, the GP607 offers many practical benefits over a traditional acoustic grand, including greatly reduced weight, easy volume control, and a sound engine that never needs tuning and other costly maintenance.

With its integrated 4.1-channel multi-speaker system, the GP607 fills the surrounding space with rich, resonant sound. In addition to providing full-bodied, volume-controllable sound for playing piano, the sound system can be used to play favorite music from a mobile device via *Bluetooth* for entertaining and casual listening. There's even a dedicated app for Apple Watch that lets a user control the GP607's large internal song library remotely.

Unlike sample-based digital pianos, Roland's SuperNATURAL Piano Modeling approach replicates the entire sound creation process of an acoustic piano for rich, complex tone that accurately responds to the player's touch. The new PHA-50 Progressive Hammer Action Keyboard with Escapement is the perfect complement to the sound engine, offering the latest sensing technology and a combination of wood and ivory-feel materials to provide both authentic playability and lasting durability.

The GP607 includes many education features that make learning the piano fun for the entire family. The built-in metronome promotes accurate timing, while the onboard recorder lets players capture performances and evaluate their progress. They can also play along with the piano's built-in classical etudes and exercises, audio and MIDI songs stored on USB memory, or music streamed over *Bluetooth* from a phone or tablet. Additionally, *Bluetooth* MIDI connectivity enables players to enhance their piano experience with Roland's free Piano Partner 2 app, as well as great apps from Sheet Music Direct, piaScore, and numerous other developers.

To learn more about the GP607 Digital Piano, 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, amplifiers, audio and recording products, vocal products, and professional audio and video 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.

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Roland is under license.