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ROLAND ANNOUNCES SRX KEYBOARDS SOFTWARE SYNTHESIZER FOR ROLAND CLOUD



Roland Cloud.

Hamamatsu, Japan, July 25, 2018 — Roland announces the SRX KEYBOARDS Software Synthesizer for Roland Cloud, a virtual recreation of an early 2000s SRX expansion board that was originally only available for compatible Roland hardware synths. This SRX expansion compiled the very best Roland keyboard sounds into a single expansion.

SRX KEYBOARDS puts all this into a powerful plug-in using Roland's acclaimed DCB (Digital Circuit Behavior) technology to reproduce every nuance and detail of the original hardware. DCB uses the original sample ROM and accurately reproduces the original waveforms and any behavior or artifacts that resulted from the digital components and circuitry used in the hardware unit.

While many of these sounds are expertly crafted creations of acoustic and electric instruments, some of the variations, modifications, and artifacts have *themselves* become classic keyboard sounds, appearing on hit tracks and countless film and TV scores. These tried-and-true sounds cover a wide range of genres and are engineered to “sit perfectly in the mix.”

With over 1700 original waveforms, 86 effects, and 393 preset tones—SRX KEYBOARDS gives artists and producers plenty of room to craft their sounds using its deep, high-resolution, editing interface. The collection covers a vast range of classic keyboard sounds from all manner of acoustic and electric pianos to synth pads, string machines, and much more.

For musicians that owned the original SRX expansion board, it will become immediately apparent that SRX KEYBOARDS is tonally indistinguishable from the hardware. For everyone else, the breadth of tweakable tones in the SRX KEYBOARD lends itself perfectly to all modern musical genres and sub-genres.

As with all Roland Cloud software synthesizers, SRX KEYBOARDS is part of the Roland Cloud core membership that can be tried out risk-free, for 30 days by simply registering for a Roland Cloud account.

To learn more about the SRX KEYBOARDS, please visit RolandCloud.com.

About Roland Virtual Sonics

Roland Virtual Sonics LLC. represents the joint venture between Roland Corporation Japan and Seattle based Virtual Sonics. We are a software, services and media solutions provider that represents the next wave in the evolution of modern music creation, and our first full offering is called Roland Cloud. Through Roland Cloud, we work to alleviate many pain-points that plague both professional and amateur musicians, producers, and creators, including the lack of access to truly high-resolution virtual instruments, the need for open and supportive community, access to mentoring, and more. Become a Roland Cloud member today by visiting RolandCloud.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.