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## **Roland Announces Major Expansion of Roland Cloud**

*All-new membership program featuring multiple price options, the ability to buy “Lifetime Keys” to instruments, the ZENOLOGY “virtual ZEN-Core” Software Synthesizer, a refreshed Roland Cloud Manager app with access to hardware and software sounds, multi-language international availability, and more.*



**Hamamatsu, Japan, May 12, 2020** — Roland, a leading manufacturer of electronic musical instruments and professional video products, today announced the largest expansion yet to Roland Cloud, the company’s evolving cloud-based platform offering more than 50 authentic Roland software synthesizers and sound libraries.

The expansion moves the platform to the company’s primary “roland.com” website and welcomes the ZENOLOGY Software Synthesizer, a “virtualized ZEN-Core” plug-in instrument that will change the relationship that hardware and software creatives have with sound. Other enhancements include new membership plan options, Lifetime Key purchases, international availability with multi-language and local currency support, and a refreshed “Roland Cloud Manager” app that now offers access to new sounds for compatible hardware owners.

Composer/producer/songwriter/musician Tim Lauer (Taylor Swift as well as TV shows *Nashville* and *Greenleaf*) is a longtime Roland Cloud user. He offered, “I have done overdubs at home on major label records using only Roland Cloud and a little controller. It’s essential to my process.”

Grammy-nominated producer Chopsquad DJ also relies on Roland Cloud to create chart-topping hits. “Roland Cloud is the ‘secret sauce’ to all of my productions,” Chopsquad DJ added. “I’d say the entire SRX series is my favorite group of instruments on Roland Cloud. The series helped me get

the keys' expression that I was looking for on the track "Sickening" from Trippie Redd's project, *A Love Letter To You 4*. As I sit and think, every released track that I've produced has at least one of the Roland virtual instruments."

ZENOLOGY, Roland's new expandable plug-in version of its ZEN-Core Synthesis System for macOS and Windows, is offered exclusively through Roland Cloud membership. ZENOLOGY gives members instant access to ZEN-Core, the most advanced sound engine ever produced by Roland. Roland Cloud members can take ZEN-Core straight to their DAW and share sounds seamlessly with compatible hardware instruments like FANTOM and JUPITER-X.

Customer access begins with a Roland Account—the key to unlocking an expanding range of valuable services and offerings for creatives. Users sign up for free inside Roland Cloud Manager, and no credit card is required. With a Roland Account as their passport, users receive free features like the ZENOLOGY Lite Software Synthesizer and select hardware patches. They can also purchase memberships, Lifetime Keys, and sound expansions, with more to come.

A Lifetime Key gives the purchaser access to a single Roland software instrument of their choosing, with continuous use privileges available for as long as their Roland Account is active. Lifetime Key purchasers also receive ongoing free updates and the benefits of cloud-based mobility when signing into Roland Cloud Manager on any compatible computer.

Roland Cloud Manager keeps everything current and organized while allowing users to create and manage a Roland Account. Members can also manage all ZEN-Core compatible Roland hardware, access ZEN-Core Sound Packs, and use ZENOLOGY as a librarian from one centralized location within Roland Cloud Manager.

Roland Cloud now offers three membership levels: *Core*, *Pro*, and *Ultimate*, with both monthly and annual pricing options available. All paid membership levels start with a free 30-day trial of *Ultimate*. In addition, anyone signed up for a free Roland Account can explore the ZENOLOGY Lite software synth featuring 176 tones and six drum kits, access sounds for Roland hardware, and more.

**Core:** (USD \$29.99/year or \$2.99/month) Explore ZENOLOGY and ZEN-Core Sound Packs and purchase Lifetime Keys. Includes the ZENOLOGY Software Synthesizer featuring over 3,000 tones and access to all ZEN-Core Sound Packs for software.

**Pro:** (USD \$99/year or \$9.99/month) Unlimited access to the TR-808 and D-50, ZENOLOGY Pro (full-edit version available fall 2020), with access to all ZEN-Core Sound Packs and Wave and Model Expansions for software, plus Anthology, TERA, FLAVR, Drum Studio, and all software patches and patterns.

**Ultimate:** (USD \$199/year or \$19.99/month) Unlimited access to all software instruments and sounds. Includes ZENOLOGY Pro (full-edit version available fall 2020), all ZEN-Core Sound Packs, all Wave and Model Expansions, all Legendary and SRX collections, Anthology, TERA, FLAVR, Drum Studio, and all software patches and patterns.

Sign up for a free Roland Account and start using Roland Cloud today.

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*Roland Cloud Minimum System Requirements: macOS 10.9 or Windows 7 SP1, and a 64-bit DAW or plug-in host that supports VST, AU or AAX instrument plug-ins.*

*\*Roland Cloud multi-language support:*

*Czech, Danish, Dutch, English, Finnish, French, German, Hungarian, Italian, Japanese, Norwegian, Polish, Portuguese, Romanian, Slovak, Spanish, and Swedish.*

**About Roland Corporation**

*For nearly 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit [Roland.com](https://www.roland.com) or see your local Roland dealer.*