

News Release



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Roland Commences 50th Anniversary Celebration

“Roland at 50” Website Thanks Fans for Bringing Roland Instruments to Life Since 1972 and Looks Ahead to the Future of Creativity Powered by Roland



Hamamatsu, Japan, January 20, 2022 — [Roland](https://www.roland.com/), the world’s most iconic electronic musical instrument brand, is celebrating its 50th anniversary in 2022. To kick off the milestone year, Roland has launched the [“Roland at 50” website](https://www.roland.com/roland-at-50/), the first of many activities planned for the year, thanking musicians all over the world for bringing Roland instruments to life since 1972. The anniversary site showcases significant moments in music history and honors the artists and the Roland products relied upon to shape music and culture for the last five decades.

“Since its foundation in 1972, the musical instrument manufacturer Roland has continued to develop epoch-making products, touching nearly every music genre and meeting the demands of creators all over the world. In 2022, we are thrilled to celebrate our 50th anniversary with you. We greatly appreciate your loyalty to Roland and passion for our products and services over such a long time,” said Roland CEO and Representative Director Jun-ichi Miki.

“The beauty of music is that you can bring joy to others by sharing it. The possibilities for connecting people across borders through music are endless, and our dream at Roland is to enable as many people as possible to enjoy creative and connective musical experiences. We are also deeply committed to remaining worthy of your praise. Thank you, and let’s create the next 50 years of music together,” Miki continued.

At the heart of the “Roland at 50” website is a bespoke timeline, spanning the decades from the ‘70s to 2020s, which showcases more than 180 Roland products, including many world’s-first products that changed the face of music. Rich with content, the commemorative site also highlights articles for Roland enthusiasts that show how Roland products have powered creative processes and inspiration over the decades, from [A History of Roland Samplers](#), to [Time Machine: Remembering Neil Peart](#), to [Sound Behind the Song: "Take On Me" by a-ha](#), to [Drumatix: The Perpetual Appeal of the TR-606](#), and more.

Commemorative Roland anniversary products are scheduled for release throughout 2022 as well, with one 50th model slated for debut this year on April 18, the date Roland was founded in 1972.

Sign up [here](#) as a Roland 50 VIP to receive additional news and updates about Roland through the decades, interviews with Roland engineers, advance news on exciting 2022 developments, and a few surprises throughout the year celebrating Roland’s 50th.

The press kit, including hi-res images, 50th anniversary Roland logos, and more is available [here](#).

For more information, visit [Roland.com](#).

About Roland Corporation

For 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](#).

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