

News Release



FOR IMMEDIATE RELEASE

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Roland to Donate Digital Pianos to 97 Elementary Schools in Hamamatsu, Japan, to Commemorate Roland's 50th Anniversary



Roland F701 Digital Piano

Hamamatsu, Japan, August 31, 2022 — Roland Corporation is pleased to announce it will donate Roland F701 digital pianos to all 97 municipal elementary schools in Hamamatsu, Japan, as a community contribution activity to commemorate Roland's 50th anniversary.

Roland has made support for education and the arts an important theme of its activities, based on its policy of contributing to the improvement of sustainability in society as a whole. This is intended not only to nurture the next generation of musicians and creators but also to support and sponsor educational institutions and charitable organizations by cultivating the spirit through music, developing music culture, and enriching society for the future.

Roland was founded in Osaka, Japan, in 1972 and opened a factory in Hamamatsu the following year. Since then, Roland has established many development and manufacturing bases in Hamamatsu and has introduced numerous innovative electronic musical instruments to the world. In 2005 Roland relocated its headquarters to Hamamatsu. With the support of the city government, local businesses, and citizens, Roland is celebrating its 50th anniversary this year as a Hamamatsu company in both name and reality.

As a token of gratitude, Roland is delighted to donate F701 digital pianos to 97 municipal elementary schools in Hamamatsu. The F701, with its beautiful piano tones and the ability to be enjoyed in a variety of ways with apps and educational activities, gives students inspiring new musical possibilities to enjoy a fulfilling school experience.

Recipients: Municipal elementary schools in Hamamatsu City (97 schools)

Scheduled date of donation to each school: From mid-September 2022 (in order)

Comment from Gordon Raison, CEO and Representative Director of Roland Corporation:

"We would like to express our sincere gratitude to Hamamatsu City and its citizens for their ongoing support of our company. It is a great honor and pleasure to be able to deliver Roland digital pianos to Hamamatsu City, with which we have built a long and deep relationship, and to the children who will build its future on this 50th anniversary of our founding. We hope that the children will be able to directly experience the possibilities of the Roland piano, which can be enjoyed in a variety of ways, and feel the joy of music.

I became CEO and Representative Director in March of this year and live in Kita-ku Hamamatsu City. I love the city's beautiful nature, vibrant people, and extremely exciting industries. Together with "Hamamatsu, the City of Music," we will continue to design a creative future with the power of music that enriches our hearts and minds. Your continued support will be greatly appreciated."

Product Overview of the F701 Digital Piano:

The F701 is the most compact of Roland's home-use digital pianos, featuring a slim and stylish design that blends in with any room or interior. The SuperNATURAL sound engine, with its rich expressiveness ranging from beautiful and gentle sounds to dynamic and powerful sounds, and the PHA-4 Standard keyboard, which enables delicate fingertip touch control, have been carefully designed to provide a natural playing feel with the playing comfort of a grand piano. The PHA-4 standard keyboard provides a natural playing feel with the feel of a grand piano. In addition, favorite songs from a smartphone connected via *Bluetooth*® audio can be played from the speakers of the F701 itself. The F701 is a digital piano that offers a wide variety of functions that allow users to enjoy listening to music, enjoy piano training with Roland's original Roland Piano App, and enjoy a life of familiarity with music.

Roland F701 product page: <https://www.roland.com/global/products/f701/>

Roland Corporation:

Founded in 1972 in Osaka City, Osaka Prefecture. As a manufacturer active in the business domain of electronic musical instruments, Roland has released many groundbreaking products, including the world's first touch-sensitive electronic piano, Japan's first synthesizer, and the world's first guitar synthesizer, which are used by artists/players worldwide. The TR-808, the world's first programmable rhythm machine, which contributed to the evolution of dance music, and the Musi-kun, which contributed to the popularization of music production on PCs, have been registered as "Essential Historical Materials for Science and Technology" at the National Museum of Nature and Science in recognition of their achievements.

In 2005, Roland relocated its headquarters to Hamamatsu City, Shizuoka Prefecture, and has been developing and delivering the latest electronic musical instruments from Hamamatsu, a city of manufacturing, to the world.

For more information, visit [Roland.com](https://www.roland.com).

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