

News Release



FOR IMMEDIATE RELEASE

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Roland Continues to Expand “Roland Store” Retail Experience to Support Musicians Around the Globe

In a continued effort to deepen relationships with musicians, Roland continues to engage with and support musicians through elevated retail experiences



Hamamatsu, Japan, September 7, 2022 — Roland Corporation has officially opened the brand-new Roland Store in the heart of London’s iconic Denmark Street, as part of the continued effort to provide unique in-store experiences globally. Roland, which celebrated its 50th anniversary this year, is a world-leading electronic musical instrument brand operating through a network of music dealers and store-in-store locations around the globe. The latest Roland Store in London is part of an ongoing global mission to support musicians via creative, engaging, and personalized retail experiences.

Music enthusiasts who shop at Roland Store London can experience a host of services developed to give them a lively and personalized retail experience. Customers can pre-book demonstrations of a wide range of Roland and BOSS products, via Roland's Demo-On-Demand service. Highly trained Roland Product Specialists, who are musicians and gear experts in their own right, are on hand to help visitors deepen their relationship with their music and continually support them in their own practice via numerous aftersales care sessions. Additionally, Roland's proprietary ASX technology gives users a truly customizable in-store shopping experience by adjusting the lighting, audio, and video content in the store to the customers' taste. Roland plans to replicate this format in all future Roland Stores in the years to come.

"With this new store in London, we are able to deliver an innovative retail experience that not only allows us to directly provide our products and offerings to customers directly for the first time, but also allows us to engage with musicians in a unique way," said Gordon Raison, Director and CEO of Roland Corporation. "We're excited to deepen our relationship with the musicians who love and use our products and look forward to expanding this experience to Roland customers in Japan and beyond in the foreseeable future."

As Roland continues to provide more of these elevated retail experiences in new locations around the world, selecting areas that are at the heart of regional music making remains crucial. The London location is at the heart of music, media, and culture and is often described as the birthplace of the British music industry. As Roland forges ahead to expanding locations in Japan and other key positions globally, continuing to meet musicians where they are will remain a top priority.

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

For the full press kit, including hi-res images, specs, and more, click [here](#).

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](https://roland.com).

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