News Release



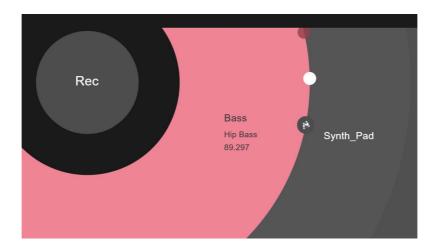
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Roland Future Design Lab Introduces Al-powered Tone Explorer Technology Preview

Group seeks feedback from progressive music creators on workflow-enhancing

Al application



Hamamatsu, Japan, November 12, 2024 — Roland Future Design Lab, the horizon-scanning R&D group of Roland Corporation, has introduced their first-ever technology preview called Tone Explorer. Focused on the challenge of finding the perfect sound for a musical part, Tone Explorer uses neural networks to analyze the characteristics of a recorded MIDI phrase and presents an array of matching options ranging from safe to surprising. Offered as a functional but unfinished "technology preview," Tone Explorer is a unique opportunity for early adopter music technology fans to directly influence future Roland development.

The Tone Explorer Technology Preview is being offered through Roland Cloud as a "GALAXIAS Labs Experiment." Existing Roland Cloud Ultimate members have immediate access to the preview, while newcomers can sign up for a 3-month trial by visiting the Tone Explorer information page and completing a brief onboarding questionnaire. While participating in the preview, newcomers will enjoy the full range of benefits a Roland Cloud Ultimate membership has to offer.

Paul McCabe, leader of Roland Future Design Lab, said, "When Roland and Universal Music Group established The Principles for Music Creation with AI, hearing from musicians as we consider and develop AI applications was made fundamental. With the Tone Explorer technology preview, we are honoring this as we seek input from innovative music creators on everything from initial concept to execution. If we move forward with Tone Explorer development in the future, it will be based directly on the feedback we receive over the coming weeks."

For more information on the Tone Explorer Technology Preview from Roland Future Design Lab, visit <u>here</u>.

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The press kit, including hi-res images and logos, is available here.

For more information, visit Roland.com.

About Roland Corporation

For more than 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, drum and percussion products, DJ controllers, audio/video solutions, gaming mixers, livestreaming products, and more. As technology evolves, Roland and its expanding family of brands, including BOSS, V-MODA, Drum Workshop (DW), PDP, Latin Percussion (LP), and Slingerland, continue to lead the way for music makers and creators, providing modern solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer. Follow Roland on Facebook, Twitter (@RolandGlobal), and Instagram (@RolandGlobal).

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