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Roland Marks Ten Years Since *The Future. Redefined.* with *Then. Now. Next.* Anniversary Campaign

*A decade after its landmark 909 Day livestream, Roland celebrates the legacy of *The Future. Redefined.*, while highlighting connected experiences, new product announcements, and upcoming initiatives.*



Hamamatsu, Japan, September 4, 2026 — Ten years after *The Future. Redefined.*, its landmark 909 Day livestream that introduced more than 30 new products to musicians worldwide, Roland is celebrating the milestone with a global anniversary campaign that looks back on a decade of innovation while showcasing what's next.

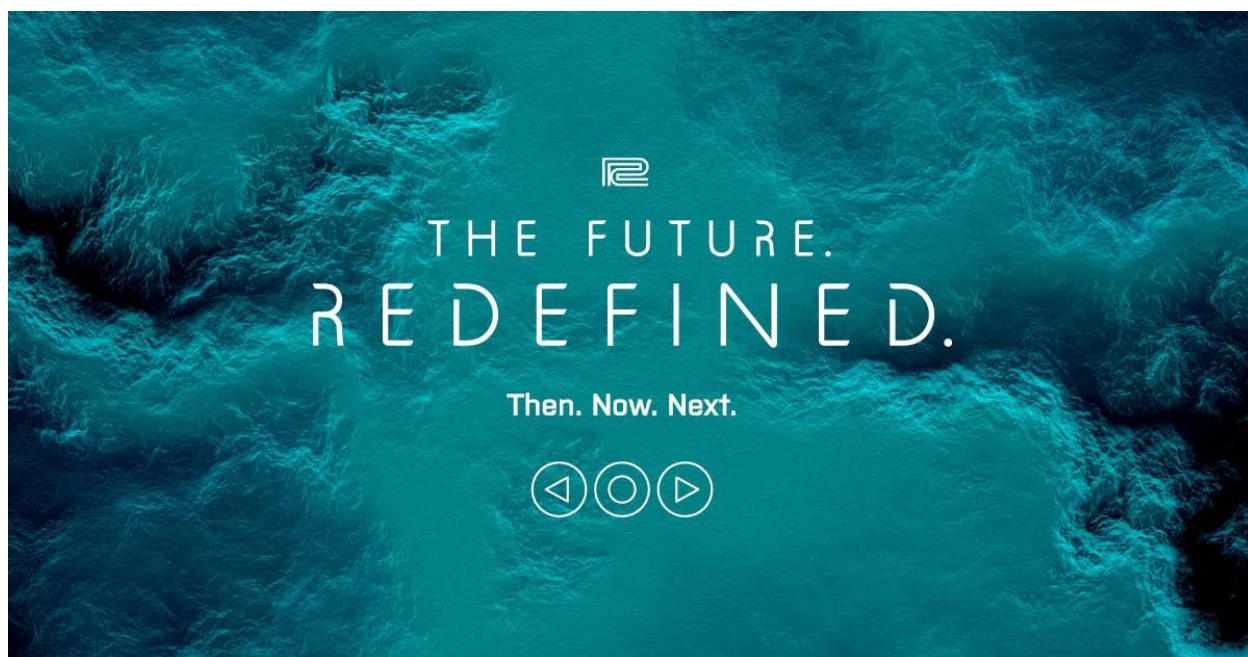
Built around the theme [*Then. Now. Next.*](#), the campaign connects the legacy of the 2016 event to today's latest products, customer experiences, and future-focused initiatives spanning Roland and BOSS. Throughout September and October, Roland will share a series of product announcements, anniversary content, and campaign activities through a dedicated website and global events. These initiatives reflect Roland's continued focus on supporting music communities.

Then: The Legacy of *The Future. Redefined.*

The original 2016 event introduced a range of product innovations, including the Aerophone digital wind instrument and BOSS Katana amplifier series. Prismatic Sound Modeling and digital pads (snare, ride cymbal, and hi-hat) debuted in Roland's flagship TD V-Drums kit, which also set a new global standard of expression for electronic drums.

Many of these innovations went on to define industry-leading product categories and technologies that remain central to Roland's portfolio today. Roland synths became expandable with new PLUG-OUT technology, which offered interface connectivity via Roland Cloud, while an alliance with Serato for Roland's first DJ controller expanded the performance possibilities between hardware and software.

Many of the categories that emerged during *The Future. Redefined.* continue to drive Roland's sales, with keyboards, percussion, wind instruments, and guitar-related products all posting significant growth in the first half of 2026.



Now: New Products for a New Generation

The vision behind *The Future. Redefined.* continues through a new generation of products designed to deliver richer experiences before, during, and after musicians play. Over the coming months, Roland will introduce more than a dozen new products across piano, drum, guitar, synthesizer, and professional A/V categories.

Among the latest introductions is the FP-40 with Piano Sphere, a release that will redefine the digital piano space. Through integration with the Piano Sphere app—created in collaboration with Skoove—players gain access to a connected system of guided lessons, interactive learning tools, and real-time feedback designed to help them develop skills and stay engaged over time.

"*The Future. Redefined.* was a pivotal moment within the musical instrument industry that reshaped how we connect with our customers. We continue to look forward with this innovation mindset, both in our products and our customer experience," said Masahiro Minowa, CEO of Roland Corporation. "TFR introduced several new product categories that have become customer favorites and pillars for our business. Innovation like the FP-40 with Piano Sphere is a preview of the connected experiences Roland will bring over the next ten years."

Next: Looking Ahead

A decade since *The Future. Redefined.*, Roland remains focused on developing products and experiences that help people create, learn, perform, and connect. The company retains its core belief that instruments should inspire a lifelong creative journey.

Recent innovations offer a glimpse of future possibilities for today's musicians made possible through digital instruments. Examples include instruments with built-in Wi-Fi connectivity that enable deeper integration between hardware and digital services, including the latest V-Drums sound modules and the FP-40 with Piano Sphere.

That approach is reflected in Roland's FY2026-FY2028 Mid-Term Management Plan, which emphasizes customer experience, ongoing engagement, and the continued expansion of Roland retail and the Roland Cloud ecosystem. Roland is exploring additional customer experience and retail initiatives, with further details to be announced in the coming months.

The company will also explore new opportunities for creative expression through the Roland Future Design Lab, where creators, researchers, and technology partners collaborate on the next wave of musical instruments and experiences.

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

For the latest updates, anniversary content, and product information, please visit [The Future. Redefined. Then. Now. Next.](#) website and [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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