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Roland Showcases AI-Powered Music Technology and Research Collaborations at Three Austrian Events

Company to showcase Project LYDIA Phase 2 and engage with researchers, developers, startups, and creators exploring the future of AI-assisted music performance

Hamamatsu, Japan, September 8, 2026 — Roland Corporation will participate in three music and AI-focused events in Austria this September: Austria-Japan Music Innovation Business Exchange 2026, Ars Electronica Festival 2026, and Music & AI Hackathon 2026. Across the events, Roland will showcase Project LYDIA Phase 2, its experimental AI-powered neural sampling hardware concept, while engaging with researchers, startups, developers, and creators exploring next-generation music technologies.

Roland's activities across these events will also include a hackathon innovation challenge for participants. Through these engagements, Roland aims to explore emerging approaches to musical expression while identifying opportunities for research collaboration, technology partnerships, and new business initiatives.



Exploring AI-Assisted Musical Expression Through Collaboration

For more than five decades, Roland has expanded the possibilities of musical expression through electronic instruments and creative technologies. The company's participation across these three events reflects a broader effort to explore how AI can augment, rather than replace, human

creativity. Through discussions with researchers and industry partners, collaboration with developers and artists, and hands-on demonstrations with festival visitors, Roland will gather insights that help shape future musical tools and performance experiences.

About Project LYDIA Phase 2

Project LYDIA is an experimental AI-powered neural sampling platform developed through a collaboration between Roland Future Design Lab, Roland Corporation's advanced research division, and Tokyo-based music software studio Neutone. The project combines trainable neural audio models with dedicated hardware controls designed for real-time musical performance.

Named after DIY and AI, Project LYDIA explores how neural sampling can be embodied in a tactile, musician-centered hardware format. Powered by Neutone's Morpho technology, Project LYDIA uses neural audio processing to learn the characteristics of one sound source and apply those characteristics to another signal in real time. The result is a new category of performance effects capable of producing transformations that range from highly musical to exotic and surprising.

Building on the technology preview introduced in November 2025, Project LYDIA Phase 2 incorporates feedback from musicians, developers, and live performers. New additions include integrated audio I/O, an onboard LCD, user preset storage, MIDI connectivity, and refined hardware controls, bringing the concept closer to a standalone performance-ready hardware platform.

Festival visitors will be able to experience Project LYDIA Phase 2 firsthand and provide feedback that will help inform future research and development.

Austria-Japan Music Innovation Business Exchange 2026

Austria-Japan Music Innovation Business Exchange 2026 is a business networking event that connects companies and specialists from Austria and Japan. It will be held on September 8, 2026, at the Austrian Federal Economic Chamber in Vienna.

The event brings together companies, startups, creators, and research institutions across a broad range of fields, including AI, audio and sound, music technology, games, XR, film and media, software, interaction design, mobility, and research and development. The program includes presentations, showcases, and B2B meetings.

Date	September 8, 2026, local time
Organizer	ADVANTAGE AUSTRIA / AUSSENWIRTSCHAFT AUSTRIA
Website	https://www.b2match.com/e/musicinnovation

Ars Electronica Festival 2026

Held in Linz, Austria, since 1979, Ars Electronica Festival is an international festival exploring the connection between art, technology, and society.

The 2026 festival will take place at multiple venues across Linz from September 9 to 13 under the themes "FUTURE BEGINS" and "NEGOTIATING HUMANITY," with exhibitions, performances, concerts, conferences, and other programs planned.

At Ars Electronica, Roland will present Project LYDIA Phase 2 as part of its ongoing exploration of AI-enabled musical expression. Visitors will be able to interact directly with the system and experience how neural audio models can be integrated into a tactile hardware workflow for performance and sound design.

Dates	September 9–13, 2026, local time
Website	https://ars.electronica.art/negotiatinghumanity/en/

Music & AI Hackathon 2026

Music & AI Hackathon 2026 is an international hackathon where artists, developers, creators, and other participants work in teams to turn ideas for new forms of musical expression and experience into working concepts.

The event will be held in Salzburg, Austria, from September 11 to 13, 2026, and will present challenges centered on themes including sound and tourism, instruments, interaction, mobility, the body, and real-time performance.

Together with Neutone, Roland will sponsor a challenge inviting participants to experiment with Project LYDIA, Neutone Morpho, and related technologies to develop new forms of musical interaction and performance.

Participants will combine electronic musical instruments, music apps, compact performance devices, and other tools with the Project LYDIA system and Neutone Morpho to develop new forms of musical expression. They will be encouraged to transform their ideas into sound- and space-based works, interactive experiences that respond to user input, and other original concepts.

Dates	September 11–13, 2026, local time
Website	https://music-ai-hackathon.com/

About ADVANTAGE AUSTRIA and the Austrian Federal Economic Chamber

ADVANTAGE AUSTRIA, the international business division of the Austrian Federal Economic Chamber, connects Austrian companies with international markets, business partners and innovation ecosystems around the world.



The Austria-Japan Music Innovation Business Exchange 2026 creates a direct link between the Austrian and Japanese creative and technology ecosystems, opening up new opportunities for business, collaboration and joint innovation.

The event takes place within the framework of go-international, an internationalization initiative jointly implemented by the Federal Ministry of Economy, Energy and Tourism and the Austrian Federal Economic Chamber.

For more information about Roland Future Design Lab and Project LYDIA, please visit [Roland.com](https://roland.com).

About Neutone

Neutone is an independent music software studio based in Tokyo, Japan. Neutone crafts experimental instruments with artificial neural networks for artists and musicians who want to explore new sounds. Find out more at <https://neutone.ai/>

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](https://roland.com) or see your local Roland dealer. Follow Roland on [Facebook](https://facebook.com/roland), Twitter ([@RolandGlobal](https://twitter.com/RolandGlobal)), and Instagram ([@RolandGlobal](https://instagram.com/RolandGlobal)).

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