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ROLAND SHOWCASE MAKES A BIG SPLASH IN THE BIG APPLE

*Roland U.S. VIP Showcase Complements Recent Global
#909day Celebration and Product Unveilings*

Los Angeles, CA, September 26, 2016 — Roland U.S. hosted an East Coast VIP Showcase on September 21 to highlight the many products that were unveiled at their 24-hour global online music festival “The Future. Redefined.” Nearly two hundred respected musicians, engineers, leading retailers, prominent members of the press, key influencers and music industry/musician’s union members attended the event, which was held at S.I.R. in New York City.

Guests got up close and personal with the new Roland and BOSS products that were at “The Future. Redefined.” Los Angeles encore presentation on September 9 (#909day), including the Roland **TD-50** flagship V-Drums kit and **DJ-808** DJ Controller, the BOSS **GT-1** multi-effects processor and **Katana** amps, and much more. The Serato and V-MODA team were also on hand, spotlighting the V-MODA headphones and performing on the DJ-808 DJ Controller to audience applause.

Visitors also enjoyed good food, several impromptu jam sessions, and interacting with the Roland and BOSS product team, who offered demos, answered questions, and received guests’ product feedback. Many artists posed for photos as well.

Special guests in attendance included Will Lee (*Late Show with David Letterman*, Fab Faux); Bashiri Johnson (Michael Jackson); Omar Hakim (Daft Punk, Sting, Weather Report), Carlos Alomar (David Bowie), Gerald Heyward (Beyoncé, Michael Jackson), and others.

To learn more about Roland’s newest products, visit Roland.com/us.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit Roland.com/us or see your local Roland dealer.