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NEW ROLAND PRODUCTS WIN MAJOR AWARDS AT MIPA 2017

Manufacturer Triumphs at Musikmesse International Press Awards, Winning in “Acoustic Guitar Amp,” “DJ Controller,” and “Electronic Drums” Categories

Hamamatsu, Japan, May 18, 2017 — Roland was honored with three major awards for its new products at the 2017 Musikmesse International Press Awards (MIPA). The BOSS Acoustic Singer Pro Guitar Amplifier won in the “Acoustic Guitar Amp” category, and the Roland DJ-808 DJ Controller and Roland TD-50 V-Drums triumphed respectively in the “DJ Controller” and “Electronic Drums” categories.

A major annual event in the MI industry calendar, MIPA 2017 included 38 categories of musical equipment, with nominations and winners decided by journalists from 100-plus international music magazines specializing in musical instrument coverage. Over 300 industry figures gathered for the awards show in Germany, representing countries including the U.S., U.K., Russia, China, and beyond.

The three MIPA awards are testament to Roland’s continued commitment to innovation. Since its release, the BOSS [Acoustic Singer Pro](#) guitar amp has proven a popular and inspiring choice for ambitious live musicians. A versatile acoustic stage amp that fuses a compact size with the latest technology, the amp offers live-performance-friendly features including independent channels with discrete analog input circuits and three-band EQ, plus looping, automatic vocal harmonies, and more.

As Roland’s entry into the DJ controller sector, the [DJ-808](#) offers modern DJs unprecedented creativity for production and performance. With features including a four-channel mixer, built-in drum sequencing, vocal processing, TR-S drum machine, VT Voice Transformer, the highest-resolution platters on the market, and two AIRA Link ports to drive external gear, this open-ended unit goes far beyond a standard DJ controller and has been hailed as a true instrument in its own right.

Meanwhile, demanding pro drummers have welcomed the [TD-50](#) as the new flagship of Roland’s acclaimed V-Drum range. Designed for top-flight performance and studio work, this advanced digital kit achieves the ultimate sound and feel with Roland’s latest TD-50 module and new snare/ride pads featuring multi-element sensor systems. Deep editing features and flexible connectivity put drummers in charge. It’s even possible to incorporate a full-size 22-inch kick drum for maximum stage presence.

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 www.Roland.com or see your local Roland dealer.