

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938  
T: (323) 890-3700 F: (323) 890-3701 [www.RolandUS.com](http://www.RolandUS.com)

**FOR IMMEDIATE RELEASE**Press Contact:

Robert Clyne  
President  
Clyne Media, Inc.  
(615) 662-1616  
[Robert@clynemedia.com](mailto:Robert@clynemedia.com)

Company Contact:

Rebecca Eaddy  
Marketing Communications Mgr.  
Roland Corporation U.S.  
(323) 890-3718  
[Rebecca.Eaddy@roland.com](mailto:Rebecca.Eaddy@roland.com)

**ROLAND TO HOST 24-HOUR ONLINE MUSIC FESTIVAL  
“THE FUTURE. REDEFINED.”**

*More Than 30 Products Debuting September 9 During Unique Streaming Launch Event*

**Hamamatsu, Japan, August 23, 2016** — Roland announces the first-of-its kind, 24-hour online music festival, “The Future. Redefined.” More than 30 new Roland musical instrument products are scheduled to debut during streaming video broadcasts from VIP events in eight major cities around the world on September 9 (#909day). Roland will introduce new synthesizers, digital pianos, electronic drums, DJ equipment, BOSS guitar-related products, accessories, and a new genre of musical instrument never offered before by Roland.

Roland’s exclusive music and musical instruments festival will span six time zones and feature live performances, new product debuts, product demonstrations, and interviews with leading artists. Starting at 4:00 UTC on September 9, Roland will unleash new musical instruments in Tokyo, Berlin, Brussels, Paris, Toronto, NYC, Los Angeles, and more.

Fans of Roland and BOSS around the world are encouraged to watch the unique festival online at [tfr.roland.com/us](http://tfr.roland.com/us) on September 9. Beginning August 23, this dedicated website will also provide festival schedule information, artist lineup updates, and new product previews leading up to #909day.

-----

**About Roland Corporation**

*Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, vocal products and professional audio and video 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](http://Roland.com/us).*