

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:

Amanda Whiting  
PR/Media Relations Manager  
(323) 890-3718  
[Amanda.Whiting@RolandUS.com](mailto:Amanda.Whiting@RolandUS.com)

## ROLAND SHIPS VP-770 VOCAL & ENSEMBLE KEYBOARD

*Endless Vocal Possibilities for Pop, Worship, R&B, Hip Hop, Dance Genres*

**Los Angeles, CA, May 19, 2009** — Roland Corporation U.S. is pleased to announce general availability of the [VP-770 Vocal & Ensemble Keyboard](#), featuring newly developed vocal designer effects and high-quality ensemble sounds powered by Roland's exclusive SuperNATURAL™ technology.

With a solid wood construction and metal chassis, the VP-770 features an improved interface, plus expressive onboard sounds applicable across a vast array of musical genres. A high-quality headset microphone comes standard and provides the best signal path possible in combination with the VP-770's pristine onboard microphone preamp.

Performers will especially love how inviting and inspiring the VP-770 is to use onstage. It's ideal for musicians who perform alone or in small groups, and for those who need an interactive, real-time backing chorus. Film and TV music composers who are challenged with time and budget can use the VP-770 to generate high-impact choral, string, and brass arrangements on the spot. Churches in need of a choir (or choir enhancer) will love the VP-770 as well.

The VP-770 is also equipped with high-resolution vocoder modeling, which can be used to generate signature vocal effects for the dance music, pop, R&B, and hip-hop genres without the hassle and expense of a separate vocoder or processor.

The VP-770 is now shipping with an MSRP of \$2,199.00.

-----  
**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 over 35 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.RolandUS.com>.*

*For an embeddable video of this product, please visit:*  
<http://www.youtube.com/watch?v=vMJ61-9mag>