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ROLAND DEBUTS FR-3x V-ACCORDION

Music Expansion in a Compact Dimension

Los Angeles, CA, March 24, 2010 — Roland is pleased to announce the new compact [FR-3x V-Accordion](#). With new bellows pressure-sensing circuitry, USB Flash Memory connector for external storage, and a lineup of world-class accordions and orchestral instruments. The FR-3X is the perfect fusion of traditional accordion performance and modern digital functionality.

With the FR-3x, accordionists can switch instantly between an Italian jazz accordion, to German folk, French musette, Russian bayan, or a variety of other ultra-realistic accordion sounds without changing technique. Orchestral sounds are onboard the FR-3x as well as a Virtual Tone Wheel generator for authentic preset organ sounds with bellows pressure control. Percussion sounds can even be played with the left hand using the bass and chord sections.

The new FR-3x boasts a faster response, higher sensitivity and precision, and can detect the opening and closing of the bellows. In addition, the new bellows-resistance regulator allows for adjustment of the bellows' inertia for the ultimate in comfort and playing feel. With a velocity-sensitive Treble keyboard and chord/bass buttons, along with the bellows controller, the FR-3x provides extreme control of external MIDI-compatible instruments.

Settings can be saved on the FR-3x by connecting optional USB memory to its USB port. The USB host also allows accordionists to customize orchestra and accordion sounds and save and load the user program data and play back MP3 and WAV files. Its internal amplification is ideal for small venues such as restaurants, and can run on rechargeable Ni-MH batteries for cable-free convenience.

The FR-3x and accompanying button version (FR-3xb) will also be available in an exclusive, special edition white version, with a beautifully decorated bellows and genuine leather Alcantara® straps. For more information, please visit www.RolandConnect.com.

*Alcantara® is a registered trademark of Alcantara Spa., Italy.

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 38 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 high-resolution images of this product, please visit: <http://www.RolandUS.com/Media>.