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## FOR IMMEDIATE RELEASE

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## ROLAND UNVEILS HP-SERIES SUPERNATURAL PIANOS

*HP-307, HP-305, HP-302 Include SuperNATURAL Piano Technology*

**Los Angeles, CA, January 14, 2010** — Roland is proud to introduce a new chapter in the evolution of digital piano technology with the HP-Series SuperNATURAL<sup>®</sup> Pianos. Combining elements of the revolutionary V-Piano<sup>®</sup> with Roland's multisampling-technology, the [HP-307](#), [HP-305](#), and [HP-302](#) SuperNATURAL Pianos truly deliver the unique sound, expressivity and rich playing experience of a traditional acoustic grand piano.

All the new HP models feature the new SuperNATURAL Piano sound engine, which unites Roland's state-of-the-art V-Piano technology and 88-key stereo multisampling technology. This breakthrough sound engine delivers seamless variations in tone from pianissimo to fortissimo, decaying sounds that linger and fade naturally without looping, and authentic sound transition from note to note across the keyboard.

The natural touch of the PHA III (HP-307) and PHA II (HP-305, HP-302) keyboards come from the use of hammer mechanisms that accurately reproduce the unique touch of an acoustic grand piano. The PHA III keyboard interacts with the SuperNATURAL Piano sound engine to reflect the subtleties in a musician's playing, and delivers superior rapid key-strike expressivity. The Ivory-Feel keys (featured on the HP-307, HP-305) replicate the natural appearance, texture, and moisture-absorbing properties of actual ivory and ebony keys.

To aid piano teachers, each HP-Series SuperNATURAL Piano model includes Twin Piano Mode, which splits the keyboard and pedals into two parts with the same octaves. This allows the teacher to play along with their student, greatly speeding up the learning process. Roland technology also enables the HP-Series to feature environmentally friendly, low-power consumption without sacrificing output level.

Roland has also paid close attention to the design elements of the HP-Series, coordinating cabinet details with simulated wood grain or matching colors, and adding the ability to cover the control panel with the fallboard for a more traditional look. The lineup is available in three finishes — polished ebony (HP-307 and HP-305 only), satin black or rosewood.

For more information about the specific model features of the new HP-series SuperNATURAL pianos, please visit [www.RolandConnect.com](http://www.RolandConnect.com).

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