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ROLAND ANNOUNCES VP-7 VOCAL PROCESSOR

Instant Vocal Ensembles for Any Keyboardist

Los Angeles, CA, January 14, 2010 — Now every keyboardist, regardless of vocal ability, can sing with the new [VP-7 Vocal Processor](#) from Roland. This portable processor sets up quickly on top of keyboards with free panel space and creates ensemble vocal sounds with a variety of PCM-based vocal sounds, or with Roland's superior Vocal Designer[®] technology.

For keyboardists who want lush vocal backing tracks without singing into a microphone, the compact VP-7 includes four rich and expressive human voice sounds — Female Choir, Boys Choir, Gregorian Choirs and Jazz Scat — just by playing the keyboard.

Utilizing Vocal Designer technology derived from Roland's Vocal & Ensemble keyboards, the VP-7 has three Vocal Designer algorithms that can automatically generate multi-voice backing harmonies that sing the same lyrics as a performer sings into the included DR-HS5 headset microphone. Keyboardists that sing lead vocals can blend the VP-7's sounds with their own voice to create impressive backing. Or, when harmonizing with a lead vocalist, the VP-7's sound can be blended with the live vocal harmony or used with 100% processing. The Vocoder button also lets you instantly switch to a vintage vocoder.

The VP-7's super-simple interface features large, quick-access buttons and knobs, so it's easy to call up preset sounds and adjust blends on the fly. Onboard ambience effects sweeten the sound with the twist of a knob, while a handy mute switch lets the user bring the VP-7's processing in and out with the push of a button.

The VP-7 is scheduled to ship in May. For more information, please visit www.RolandConnect.com.

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>