

**Winter NAMM 2008 Release**

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**ROLAND ANNOUNCES MUSIC  
ATELIER AT-900/AT-900C/AT-800 ORGANS**  
Roland-Organ Elegance with a Digital Advantage

**Anaheim CA, January 17, 2008**—Roland is proud to announce the new AT- 900/AT-900C/AT-800 organs. Embodying Roland's world-leading technology, MUSIC ATELIER organs inherit the full, rich sounds and elegant design of a traditional organ combined with the most expressive and advanced digital-organ features.

With a new "Articulation Voice" sound set, driven by Roland's new proprietary SuperNATURAL technology, the AT-series breathes unprecedented sound into the Violin, Trombone, Cello, and Tenor Sax voices, while new physical Harmonic Bars provide authentic, hands-on control of expressive organ playing with new organ tone sets. The D BEAM controller lets you wave your hand over the invisible infrared beam to alter the sound for greater freedom of expression. To make operation even easier, all models feature a large color touch-panel LCD. With a USB memory key, a high degree of data compatibility ensures that registrations can be exchanged between different models and even from floppy disks.

The flagship AT-900 offers the stately beauty of an impeccably crafted organ console. Crafted in America from seasonal natural wood, this organ is the genuine article.

The AT-900C is similarly gorgeous and stately, but this smaller unit is portable enough to be taken on the road. The contemporary, streamlined cabinet design combines an elegant Polished Cherry finish with eye-catching silver accents. Specially equipped XLR outputs facilitate professional setups for concert performances.

The AT-800 model offers a beautifully crafted cabinet finished in natural wood, a softly lit control panel and an advanced sound source. AT-800 ATELIER organ provides an outstanding organ playing experience at an affordable price.

Options include the BNC-23 (for AT-900C) or BNC-27-WN (for AT-800) organ benches, the PK-25A (for AT-900C) 25-key pedalboard, PK-7A (for AT-900C), SA-1000 Stage Amplifier for recitals and concerts in small-to-large halls, RH-300 headphones, and much, much more.

*Roland is a world leader in the design, manufacture, and distribution of electronic musical instruments, professional audio equipment, multimedia products, and music accessories. For more information, contact Roland Corporation U.S., 5100 S. Eastern Ave., P.O. Box 910921, Los Angeles, CA 90091-0921, (323) 890-3700 (x3718 - for media use only), [www.RolandUS.com](http://www.RolandUS.com).*

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