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## FOR IMMEDIATE RELEASE

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## ROLAND INTRODUCES HP500 SERIES PIANOS

### *New Models Feature SuperNATURAL Piano and Acoustic Projection Sound Systems*

**Los Angeles, CA, January 19, 2012** — Roland is proud to announce the [HP500](#) series, the latest additions to its industry-leading lineup of cabinet-style digital pianos. Equipped with Roland's acclaimed SuperNATURAL® Piano sound engine and the all-new Acoustic Projection sound system, the HP500 series offers serious players superior touch and tone in convenient, space-saving instruments for the home.

SuperNATURAL Piano has received accolades from pianists everywhere for its amazingly realistic grand piano sound, which provides organic variations in tone throughout the entire dynamic range, notes that fade naturally, and three-dimensional sound and response. You can also play classical masterpieces using newly added authentic fortepiano tones they were written for.

To compliment the SuperNATURAL Piano engine in the HP507 and HP505, Roland has recently developed the Acoustic Projection sound system. Derived from the impressive multi-channel sound technology found in the V-Piano® Grand, the Acoustic Projection system delivers a rich, multi-dimensional sound field that recreates the vibrant and enveloping experience of playing an acoustic grand piano.

The HP500 series includes many premium features that further enhance the playing experience, including Roland's renowned Ivory Feel keyboard and a progressive damper action pedal. All models offer a LCD and intuitive panel layout for user-friendly operation, as well as onboard three-track recording and audio recording/playback with optional USB flash memory. Flexible audio playback controls such as Center Cancel, transpose, and tempo change are perfect for practice and playing along fun.

The top-of-the-line HP507 has a six-channel Acoustic Projection system onboard, and is equipped with PHA III Ivory Feel Keyboard with Escapement for the ultimate grand piano touch and feel. The HP505 comes with a four-channel Acoustic Projection system, as well as the PHA III. Both models are available in Simulated Rosewood, Satin Black, or Polished Ebony finishes.

The entry-level HP503 offers the SuperNATURAL Piano sound engine, along with the Ivory Feel-S keyboard with Escapement, as well as the Progressive Damper Action Pedal. The HP503 is available in Simulated Rosewood or Satin Black finishes.

The HP500 Series Digital Pianos are expected to be available in April 2012. For more information, 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 nearly 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [www.RolandUS.com](http://www.RolandUS.com).*

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

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