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ROLAND AND QSC ANNOUNCE MARKETING PARTNERSHIP

*V-Drums and K Series Loudspeakers Aligned
for Optimum Electronic and Hybrid Percussion Performance*

Los Angeles, CA, January 23, 2014 — Roland Corporation and QSC Audio Products, LLC are happy to announce a new marketing partnership promoting the concept of electronic and hybrid percussion as a whole and showcasing the pairing of V-Drums and K Series amplification as a total solution. Roland V-Drums products are known worldwide as the foremost in electronic percussion, and QSC K Series monitors have become the gold standard in electronic percussion amplification. QSC has a long history of making high quality products, and K Series monitors are a perfect solution for amplifying the excellent dynamic response and sound set of Roland V-Drums.

Drummers have come to trust V-Drums for great playability, tactile dynamic response, silent mesh heads, supreme sound and editing capability, innovation, and industrial design. Creating the sounds of authentic acoustic drums, standard and exotic percussion instruments, as well as current and vintage electronic drums are all possible with V-Drums, giving the instruments a well-founded seat in today's mainstream percussion domain. But in order for drummers to access the full capabilities of their V-Drums instruments, proper amplification is key. Extremely responsive electronic drums need a very unique kind of stage amplification that is accurate, has wide bandwidth, and is capable of keeping up with guitar amps and other amplified instruments.

"Musicians have recognized that K Series speakers are a great choice for electronic instrument amplification. With that in mind, we're delighted to be working with Roland to spread the word about how well K Series and V-Drums go together," said QSC Vice President of Marketing Gerry Tschetter.

QSC products are known for their innovation, value, and performance in the marketplace, and QSC's K Series family of loudspeakers offers studio-quality reinforcement for V-Drums. V-Drums have a musical dynamic response that standard amplification cannot replicate. The amplification system needs dynamic headroom to accommodate transients, a frequency response to accurately render the high frequencies of a cymbal, and the power to produce a satisfying kick drum, all coming from V-Drums. This is also true when utilizing a hybrid kit consisting of acoustic drums and Roland percussion instruments. K Series amplifier systems are more than capable of playing at volumes that can not only drive the rhythm of the music with authority but also maintain a consistent Roland sound all across the listening area and throughout the full frequency spectrum.

“Roland is very happy to be working closely with QSC to give drummers exactly what they need to offer up their best performances. The combination of a Roland V-Drums percussion system and a QSC K Series instrument amplifier are made for each other and are one of the recommended amplification systems by Roland,” said Roland Corporation U.S. Vice President Paul Youngblood.

Please visit RolandUS.com and QSC.com for future updates about total drumming solutions for hybrid and electronic percussion performance.

About Roland Corporation

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, amplifiers, audio and recording products, and vocal products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information visit RolandUS.com.

About QSC

QSC Audio Products, LLC is a leading manufacturer of power amplifiers, loudspeakers, network audio systems and digital signal processors worldwide.