

February 24, 2011

**Have fun practicing drums with friends from all around the world!
Introducing "V-Drums Friend Jam," a social
tool for drummers.**

Roland Corporation (President: Hidekazu Tanaka, <http://www.roland.co.jp/>, Capital: 9,274 million yen, Hereafter referred to as "Roland") and SiTE4D (President: Shoji Kumamoto, <http://www.site4d.co.jp/>, Capital: 10 million yen) have jointly developed the "V-Drums Friend Jam," a social tool for purchasers of the Roland's "V-Drums Series" electronic drum sets (Hereafter referred to as "V-Drums"), and will be launching this tool, free of charge, on Thursday, February 24, 2011.

"V-Drums" allow drummers to deliver high-quality drum performances at home and on stage and has been enjoyed by people ranging from young children to mature individuals.

Roland has recently developed "V-Drums Friend Jam," a tool with which drummers can enhance their enjoyment of their drum playing and practicing.

Once installed on the user's PC, "V-Drums Friend Jam" automatically downloads the latest practice tunes (mp3 format), and allows users to play their V-Drums along to their favorite tunes in genres such as rock and jazz.

"V-Drums Friend Jam" shows the results of these performances immediately in the form of world rankings. The tool is also linked to Twitter, so users can tweet the results of their practice and communicate with V-Drums users around the world. This is a social tool that gives people around the world, enabling the exchange of ideas between one another.



The co-developer of this tool, SiTE4D, is the developer of the RIA (Rich Internet Application) web application, and delivers innovative technologies including corporate management tools (management dashboard) and financial transaction systems for large enterprise clients.

■ **Main features**

- **Automatically downloads practice songs made specifically for drums. Users can also add their favorite song files (mp3).**

Special practice songs, available without drum parts, are delivered by Roland. Users are notified when new songs become available (*). In addition to these special practice songs, users can also add any song file (mp3) stored on their PC and enjoy practicing drums to their songs.

* Currently, a total of 33 songs are available in 7 musical genres including rock, jazz and other genres.

- **Users can connect V-Drums to their PC and see their level of performance as a world ranking!**

Users can connect their V-Drums to their PC via a MIDI interface (sold separately) to

have their performance rated (*), and see how their level of performance ranked among users around the world. This allows users to compete with fellow drummers around the world and have more fun practicing their drums. The locations of fellow drummers who are using "V-Drums Friend Jam" are displayed on a world map, giving users a sense of camaraderie when playing their drums.

* The result is not for accuracy, but rather for making your practice more enjoyable.

- **Communicate with drummers around the world on Twitter.**

"V-Drums Friend Jam" supports Japanese and English languages. Users are able to practice their drums in an enjoyable setting where they can tweet the results of their practice on Twitter and communicate with other V-Drums users.

■ **Overview**

| | |
|----------------------|---|
| Name: | V-Drums Friend Jam |
| URL | http://www.roland.co.jp/V-Drums/FriendJam/ |
| Compatible model | V-Drums TD-20KX, TD-12KX, TD-9KX2, TD-9K2, TD-4KX2, TD-4K2, V-Drums Lite HD-1 |
| System requirements: | Windows XP, Vista, or 7 / MacOSX 10.5 and above |
| Social network: | Twitter tweets and follow for special account @vdrcircle. |

* Specifications and/or design may be revised without prior notice for the purpose of making improvements.

* Proper nouns included in this Release, including names of companies and products, are registered trademarks or trademarks of these respective companies.

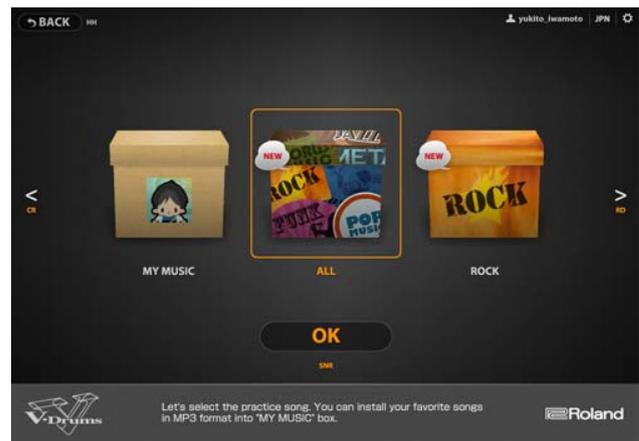
■ **Image sample**

[Drummers around the world]



When drummers are connected to the Internet while they play, they can see other drummers around the world who are also using "V-Drums Friend Jam." This gives them an instant view of where other drummers are playing their V-Drums.

[Selecting a song genre]



Drummers can select special practice songs in 7 different genres including rock, pop, metal, jazz, and dance among others. They can also add their favorite songs (mp3) to the "My Music" folder.

[Display during play]



The V-Drums that the drummer is playing is shown at the center, and the pads that he or she plays lights up in orange. There are also semi-circular level meters, the top of which shows levels on pads such as snare and toms, and the bottom showing the level of the kick drum. Users can also use the "A-B Repeat" function to repeat a specific part of the song.

[Ranking]



Practice results are shown as world rankings so drummers can have fun while they practice. They can also tweet the results of their practice to Twitter.

[Recording performance results]



Users can check the results of their performances for different elements such as beat, stamina, and technique. Daily play times are recorded on a calendar, which is convenient for setting practice goals.