



ROLI

## **BLOCKS, a futuristic music-making system beloved by star artists, launches in Australia**

*Grimes – “BLOCKS will democratize music production. It’s so intuitive and versatile.”*

*September 26, 2018*

**Sydney** — Musical instrument innovator ROLI is launching BLOCKS, its modular system of connectable music-making devices, into Australia following huge acclaim abroad.

Pharrell Williams, Kygo, Grimes, Hans Zimmer, Stevie Wonder, and RZA from Wu-Tang Clan are among the musicians who love ROLI instruments, which reviewers in the UK and US have hailed as “mind-blowing” and “utterly unique.” Music-makers can literally touch, bend, and shape sound on the tactile surfaces of ROLI devices, which feel like a surfer’s wetsuit and can be programmed to sound like any instrument on earth.

BLOCKS are ROLI’s newest, most affordable, and most consumer-friendly instruments. The [Seaboard Block](#) and [Lightpad Block](#) are individually powerful. But they also snap together magnetically with the [Loop Block](#) and other Blocks to create customisable systems for playing and recording any kind of music.

Anyone can get started with the Lightpad Block and the ROLI PLAY app, which teaches people how to shape sound through touch. Skilled electronic musicians can start with the Songmaker Kit — which integrates the Lightpad Block, Seaboard Block, and Loop Blocks — and explore hundreds of sounds in the bundled software suite.

All Blocks come with software tools for learning, playing, and producing music. These tools extend from mobile to desktop, and suit anyone from a beginner to a professional musician. Learn more about the individual software tools in the list below.

BLOCKS will be available at JB Hi-Fi, Apple, Australian Geographic, Amazon, Kogan and David Jones from October. Visit select JB Hi-Fi Stores and feel the sounds you can make on the most important new musical instruments since the invention of the synthesizer.

For further information, imagery, videos of the products and review units, please contact:

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*Seaboard Block, Lightpad Block, and Loop Block connected to ROLI's free NOISE app on iPad.*




*The Lightpad Block features a soft, tactile silicone surface and programmable LED array that be customized for both playing and producing music.*

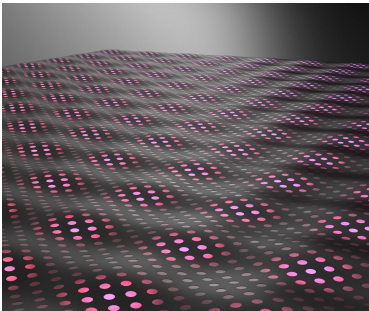




*Seaboard Block is based on a piano keyboard, but instead of white and black keys it has touch-responsive silicone surface that lets you play “in between” the keys of a standard keyboard and achieve effects more commonly associated with guitars and string instruments.*

**BLOCKS PRODUCTS LAUNCHING IN AUSTRALIA INCLUDE:**

|   |   |   |
|---|---|---|
|   |   |   |
| <p><b>Seaboard Block</b></p> <p>\$500</p> |  | <p>Seaboard Block is a fun, futuristic, super-powered keyboard that lets you make amazingly expressive music. It replaces white and black piano keys with a soft, touch-responsive surface that lets you play “in between” the keys and shape your sound through pressure, sideways movements, and other touch gestures. Smaller and more affordable than any previous Seaboard, Seaboard Block is the latest evolution of ROLI’s musical-touch technology.</p> |



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|--|--|---|
| <p><b>Lightpad Block</b></p> <p><b>\$340</b></p> |   | <p>Lightpad Block is a musical touchpad that lets you play any kind of sound, anywhere. Have fun making beats and shaping melodies on a smooth, soft, amazingly touch-responsive surface. Learn how to play with the free ROLI PLAY app. Go to the next level and explore hundreds of sounds and effects by pairing it with the free NOISE app for iOS. It's wireless and fits in one hand, so you can make music anywhere you bring your connected device.</p> |
| <p><b>Loop Block</b></p> <p><b>\$150</b></p>     |   | <p>The Loop Block helps you produce tracks faster and more spontaneously with ROLI BLOCKS. Record loops, play them back, or undo your recordings. Set your tempo, and quantize your loops so they're always in time. These studio techniques for building a track are right at your fingertips, so you don't need to interrupt your flow by delving into software menus.</p>  |
| <p><b>Songmaker Kit</b></p> <p><b>\$900</b></p>  |  | <p>Songmaker Kit combines the expressive power of the Seaboard Block, Lightpad Block, and Loop Block in a single integrated instrument. It comes with a huge software package that includes hundreds of sounds and advanced editing and production tools. Songmaker Kit is a tried and tested configuration of Blocks that has proven hugely popular in the US and UK.</p>  |

## SOFTWARE BUNDLED WITH BLOCKS

| For Learning                                 | For Playing                          | For Producing                   |
|--|--------------------------------------|---------------------------------|
| <i>ROLI PLAY</i> (free iOS app)              | <i>NOISE</i> (free iOS app)          | <i>Tracktion Waveform</i> (DAW) |
| <i>Melodics</i> (3- or 6-month subscription) | <i>Equator Player</i> (sound engine) | <i>Ableton Live Lite</i> (DAW)  |
|  | <i>Strobe2 Player</i> (sound engine) |                                 |
|  | <i>Cypher2 Player</i> (sound engine) |                                 |

### About ROLI

ROLI is empowering people all musical backgrounds to express themselves in new ways through revolutionary music creation tools that span hardware and software. Uniquely touch-responsive surfaces make every movement musical on the [Seaboard RISE](#), [Seaboard Block](#), and [Lightpad Block](#). Paired with cutting-edge sound engines like Equator, Cypher2, and the NOISE for iOS app, they create a new world of expression for music-makers of all skill levels. Learn more at [www.roliform.com](http://www.roliform.com) and [facebook/roliform](https://facebook.com/roliform).