

ATELIER *Newsletter*

April 2006

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Welcome!

Welcome to the Roland Atelier spring 2006 e-newsletter. We hope you find it filled with useful information, facts and exciting ideas that will make your hobby of making music even more fun! In this issue you will get a chance to meet the newest member of our Roland Atelier staff, Mr. Bill Ryder. You will also be introduced to the newest available software from members of our prestigious artist staff. Plus a whole lot more. At Roland we believe in the power of music and we appreciate your support and patronage. Always remember that music is a gift you give yourself. And what a wonderful gift it is. Thank you for being a part of our Roland Family!

Choy Lozada Registration Collections

Volumes One and Two are now available!

Enjoy 480 total presets per volume of Choy's favorite registrations and stylings. All presets work on the Roland Atelier "S" Series, and the new American Classic Series. Sample Choy's settings for a variety of styles – over 20 in all - ranging from classical to big band, pop to contemporary. It doesn't matter what type of player you are – all of these favorites are designed for the beginning one finger player who plays with the automatic pedals to the more professional player who plays advanced pedal style. (and every player in-between) Play with Choy's customized balance and orchestration ... *continued pg. 3*





Meet Bill Ryder

Roland's Atelier Marketing Team is proud to bring Bill Ryder on board as an Atelier Merchandising Specialist. Bill, a supremely talented musician who has been involved in the music industry for over 25 years, recently made himself available to answer some questions about his musical background and career.

A resident of Lancaster, PA with three kids and wife Mary Jane, Bill recalls: "when I was 9, my parents purchased an inexpensive chord organ for me for Christmas. It incorporated a small fan motor that blew air over a set of reeds. My parents knew something was up when I began using the power switch for volume control in place of an expression pedal. I was always fascinated by the church pipe organ and the magnificent sounds it could produce. Before my parents would agree to purchase a home organ, they took me to visit our church organist. I couldn't reach the pedals but I could play any hymn they requested by ear. The church organist was sold on my ability to play from the start, and that convinced my parents to purchase my first real organ, a Conn Caprice Spinet. I took weekly lessons both at a music store and at home for 8 years from some very talented instructors, learning how to read, arrange, and compose music. I studied popular, theater, and jazz stylings. Larger organs were soon making their way into the house."

Bill says he has no favorite composer or piece of music, but pronounces his greatest musical pleasure comes from the times "when I am able to honor a request from an audience member. It gives me the greatest satisfaction to know I have reached into their soul through the language of music."

Looking back on his career, Bill cites his performing for an audience of over 2000 people at the 1982 World's Fair in Knoxville, TN as his greatest thrill as an artist. Another highlight was receiving the President's Club Award for Outstanding Sales Achievement five ...

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"Relax and enjoy playing the organ. Don't try to understand every button..."

Meet Bill Ryder *continued*

consecutive times while working for Technics Musical Instruments. "The trip to Hawaii," Bill recalls, "was great." When probed for some playing advice, Bill offered that one should "relax and enjoy playing the organ. Don't try to understand every button on the instrument. It was designed so that a wide variety of abilities and musical tastes could be represented. Use what fits your playing style and have fun."

Choy Lozada Registration Collections *cont'd*

with lower keyboard splits, voices and sound effects and optional rhythm section. Each Collection comes with a simple instructional book filled with bound preset sound sheets and suggested song titles. And remember Choy's free upgrade policy. No need to lose all of these fabulous registrations when you upgrade to a new organ. If you upgrade your organ you will get the upgraded software *at no charge*. For more information and ordering instructions, visit www.rolandatelier.com and click on "Shop".

 Roland



**CHOY LOZADA
PRESET COLLECTION**
FOR
ATELIER
AT-80SL & AT-90SL AMERICAN CLASSIC
VOLUME TWO

Gene Roberson Platinum Registrations

AT LAST!!! Gene Roberson's new registration disc for the AT-80/90 American Classic is now available. (It is also available for the AT-80/90 S)

This disk contains 120 registrations divided into 10 categories.

Registration categories include:

- ROLAND THEATER ORGAN
- AUTHENTIC THEATER ORGAN
- BUDDY COLE BIG BAND THEATER
- ORCHESTRAL
- TRADITIONAL CHURCH

continued



Gene Roberson Platinum *continued*

BROADWAY ORGAN
BACH with TODAY sounds
ETHNIC and LATIN
DRAWBAR ELEGANTE' ORGAN
CONTEMPORY

(The disc is NOT locked with secret codes, so you can make your own changes and store them on another disc if you wish.)

Gene has played a demonstration song for each registration track so you can listen to how the presets should sound.

Most important!! Gene has provided a printed outline with the disc so you will have a description of each preset, upper, solo (Lower manual) Lower manual and pedal.

COST: \$25.00 includes shipping and handling

To order, visit www.rolandatelier.com and click on "Shop". Remember to specify model when ordering.

*Thank you! Thank You!
That is an awesome
disk!! I am so excited
about it! You make
that organ sound
amazing, like no one
else has! It's beautiful!*

C.R. – San Diego, CA
