

ATELIER Newsletter

July 2007

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Welcome!

Welcome to another edition of the Atelier Newsletter. It's looking like an exciting summer with our Limited Time Offer of either 90-Day No Payment, No Interest, No Interest Accrual financing or a free Roland CD-2 recorder with the purchase of an AT-90SL American Classic. If you want to learn more about this promotion, be sure to visit RolandAtelier.com for the details.

In this edition of the Atelier Newsletter, we have playing tips from Roland Artist Rick DePiro, as well as some Roland Atelier trivia and a profile of long-time Roland employee Virginia Harmon. Enjoy!

Rick DePiro's Playing Tips

The thing that amazes me most about Organists (whether hobbyist or pro) is the diverse nature that an instrument like Atelier offers. Every time I play a concert or hear friends of mine in concert, I'm always astounded by how entirely different and yet equally great, the Atelier sounds. When you think about it, that's a wonderful tool for anyone who loves playing the organ because since each of us are distinctly unique, why shouldn't our "sound" be unique as well?

When playing your Atelier, make sure you're taking advantage of some of the great features that make the instrument so "user friendly". There's nothing like spending all kinds of time to get the Atelier to sound exactly like you want it to, and then having to figure out what you did the very next time you turn it on! That's such a huge waste of time and effort, and in the end it takes a LOT away from your creativity.

In today's world of cell phones, HD TV, text messaging, digital cameras, high speed internet, etc etc etc, we're ALL used to some part of life at a MUCH faster pace. Just turn on your TV and try to remember what a black and white TV was with only 3 bad channels! And, it's much tougher to keep anyone's attention today than in the past. Therefore, how do we get the most out of our limited time for practicing? Answer--Use the features on the Atelier like User Programs, One

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Roland Atelier Trivia Game

1. The Roland Corporation was founded by Ikutaro Kakehashi in what year?
2. Roland Organs are referred to by the French word "Atelier". What does "Atelier" mean"?
3. The most recent series of Atelier Organs – The American Classic Series – made it's debut in what year?
4. Which Roland Artist used to maintain a weekly radio show that was broadcast from Chicago?
5. On the Roland Atelier's, what is the name of the feature that balances and selects registrations to match a particular style of music?

Find the answers on page 4

Get to know Virginia Harmon

If you've ever wondered who handles the logistics of getting your favorite Atelier artist to your local dealer for a concert or showcase, we'd like you to meet the answer to that question: Virginia Harmon. Virginia has worked in the Roland headquarters in Los Angeles, California since 1996, and currently serves as CK Executive Secretary to Vice President and General Manager of Roland Contemporary Keyboards Lynda Smith.

So what does that mean? "I support her and the CK Team in any way I can," Virginia says. "Also, I am the CK Meeting Planner which means I plan and take care of all the logistics of our various meetings." This often includes group dinners and parties, a Virginia specialty.

"Another part of my job is Event Marketing Team [Roland Artists] Administrator. I take care of the entire artist team, plan schedules and handle all details of their travel." And speaking of travel, Virginia is known for her own personal vacations. Apart from owning a timeshare in Hawaii, Virginia has recently embarked upon cruises leading her all around the world, including Croatia, Spain, Italy, and France. Virginia recalls "Rome was by far my favorite," before adding with a smile, "I'm going back in 2008!"

Back in the working world, Virginia says her greatest satisfaction comes from day-to-day contact with all of the people involved in the Roland team. "I love working with people and making their jobs easier."

Virginia was born and raised in Boston, MA but moved to California when she was young. It seems like a good match, as she has lived in the sunshine ever since. Virginia also enjoys spending time with her children, grandchildren, and dogs. And did we mention she's known for her vacations?



*"I love working
with people..."*

Rick DePiro Playing Tips

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Touch Program and Quick Registration (just to name a few!)



Since my buddy Bill Ryder spoke of One Touch Program (which I've been lucky enough to help program in the past for Roland) I don't need to dwell on that ... but as a reminder to all of us , User Programs are a spectacular and SIMPLE to use tool which, as you probably already know, essentially "take a picture" of all your favorite settings. However, one of the hidden benefits of this great feature is the "Instant-Delayed" option of User Program. If set to "Instant", the Atelier switches EVERYTHING as soon as you touch the button. If set to "Delayed" the Atelier just changes the sounds you set, but leaves all the advanced features the same UNLESS you hold the User Program in for about 1.5 seconds!

Let me give you an example of this features usefulness: let's say you have User Program # 1 set to a beautiful registration for one of your favorite ballads, ie: "Cant Help Falling In Love" with a nice Theatre Organ setting on the upper keyboard and a beautiful Rich Choir in the lower keyboard. Your tempo is at 86 and you're using the Arranger with a Ballad rhythm and the automatic bass and chords. Lovely!

Now on User Program # 2 you have a Bossa Nova setting with a Tenor Sax in the Upper Keyboard, 8ft Organ and Strings in the Lower Keyboard and a tempo at 108. You are also using the "Solo to Lower Keyboard" feature, which sends the Solo instrument of your choice to the top of the Lower Keyboard (like having a third keyboard), for a Grand Piano sound and again you are using the Arranger for automatic rhythm chords and bass. Again, lovely!

Now, the former "organ players nightmare"! – you're playing another song altogether with a completely different rhythm, tempo and sound setting , ie: Alley Cat in a medium swing with a Jazz Organ setting ...and in the middle of the song you decide it would be nice to have that Tenor Sax with the Strings in the Lower Keyboard for the Chorus of Alley Cat which you have stored on User Program #2... what do you do?

If you press User Program #2 and the Organ switches to a Bossa Nova (as would be the case with almost ANY other Organ ever made) , everyone listening to you play Alley Cat might have a sudden urge to get up and have their coffee at Starbucks instead of your house! Well fortunately with the "Delayed" feature, if you just simply touch the User Program #2 (in this example) the sounds

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Since each of us are distinctly unique, why shouldn't our "sound" be unique as well ?

Rick DePiro's Playing Tips

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just simply touch the User Program #2 (in this example) the sounds would change BUT the tempo, rhythm and all other settings (other than sounds) would remain the same so you could get ALL your sounds changed WITHOUT disrupting the song at all!

Now on the other side, let's say you finish Alley Cat and you want to play a Ballad for your next song without taking 5 minutes to set the instrument up. Remember you currently have a swing rhythm setting for Alley Cat set up. (as you're probably well aware, when you're going from one song to the next, EVERY second of pause feels like an HOUR to the audience AND to you -- the performer -- even if you're just playing for your spouse or your poodle, right?!) So thanks to the "Delayed" feature, now you go to User Program #1 and just HOLD it in for about 1.5 -2 seconds and 'viola! -- the Atelier switches EVERYTHING including the tempo, rhythm, sounds and settings to EXACTLY what you need to play your next song as a beautiful Ballad!

Folks, it's this simple in my eyes: most of us don't have the time nor the patience to sit around and "recreate" a nice setting EVERY time we want to play a song ... we also don't want to have to fuss with taking a lot of time to learn EVERY single button and its purpose just to play some nice music ... the more time wasted on learning buttons, the less time spent on making music, right? Yet, we ALL want GREAT sounds, AMAZING features and "fun stuff" to make us smile more, sound better, and maximize our experience! No one understands that better or delivers it more than Roland and Atelier! Let your Atelier do most of the work for YOU!

Therefore, relax, take a deep breath, SMILE and enjoy your experience with the greatest home organ in the world, Atelier! Life's just too short not to have fun and make music. So, have fun and make music as much as possible! (... and invite me over for coffee so I can hear you play your Atelier!)

Roland Atelier Trivia Answers

questions found on page 2

1. The Roland Corporation was founded in 1972.
2. "Atelier" means Artist Studio.
3. The American Classic debuted in 2005.
4. Rosemary Bailey broadcast a weekly radio show from Chicago.
5. One Touch Program balances and selects registrations to match a particular style of music.



*Let your Atelier do most of
the work for you!*
