

KAWAI

Instrumental to Life

Kawai & ROLI Announce Strategic Partnership

Kawai Musical Instruments (Kawai) and Luminary ROLI (ROLI) announce a strategic partnership between the two companies, to progress new approaches to piano learning, and new digital experiences.



The two companies will focus on creating synergies between ROLI's expertise in AI-based learning and hand tracking technologies, and Kawai's instruments and digital services. The partnership will see deep collaboration between the respective R&D teams, as they progress mutual development projects.

As a first step, the companies will integrate ROLI's piano learning software into Kawai's digital piano application, *PiaBookPlayer*, with a target rollout beginning in 2026. Further updates will be shared as the partnership progresses.

"We believe that bringing together ROLI's fresh approach to how people play and experience the piano with our company's nearly 100 years of piano-making experience can open exciting new possibilities. We look forward to further discussions and seeing how this collaboration can grow." - **Kentaro Kawai - President, Kawai Musical Inst. Mfg. Co., Ltd.**

"We are thrilled to have the opportunity to partner with Kawai. I have long admired the extraordinary quality of their instruments, and the depth of their experience in music education, and now we look forward to working closely with them on new experiences for music learners that bring together tradition and innovation in exciting new ways." - **Roland Lamb - Co-founder & CEO, ROLI**

About ROLI

Founded in 2021, Luminary ROLI is a music technology company pioneering the use of AI and hand tracking within music learning, and with a mission to Free the Music. ROLI Website: <https://roli.com/us>



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