

ROLI transitions to a direct to customer sales model, making its range of award winning hardware instruments exclusively available through its websites.

London — Since launching the groundbreaking Seaboard RISE in 2015, ROLI has made its unique hardware and software instruments available to global customers through both its own websites and a limited number of premier retailers. These partnerships helped introduce ROLI's groundbreaking technology to countless musicians around the world and furthered the company's mission of making the joy of music creation available to all.

ROLI has continued to grow and diversify its business in the years following. In 2021, the nature of the consumer market has shifted as supply chain challenges and electronic component shortages have disturbed global manufacturing. In response, ROLI is evolving its business model to meet these new realities.

From June 2021, ROLI hardware instruments will be available exclusively through its own online properties, [rolidigital.com](https://www.rolidigital.com) and [playlumi.com](https://www.playlumi.com). The ROLI Team believes that this will ensure the best possible customer experience and brand success in the current commercial environment.

ROLI continues to stay closely connected to its family of global retail partners and their customers. The team will continue to service and support ROLI products purchased through those outlets, alongside those purchased from ROLI directly.

For more information:

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