



ROLI

ROLI launches LUMI, the first smart platform that enables everyone to learn and play music

Launching today on [Kickstarter](#), the illuminated keyboard and content-rich app are music tech pioneer ROLI's first product for a broader audience



June 18, 2019

LONDON — More people are listening to music than ever before because of music streaming. But only a tiny proportion play a musical instrument regularly. ROLI, the creator of the groundbreaking Seaboard and BLOCKS, today makes a bid to change that with LUMI, the world's first truly smart way for everyone to learn and play music.

LUMI combines LUMI Keys, a fully illuminated keyboard, and the LUMI app that features a curated library of hundreds of hit songs — all in one colorful, interactive experience. Players choose a song in the app, follow the lights on LUMI Keys, and start playing immediately, learning music as they go.



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The first fully modular portable keyboard, LUMI Keys can double or triple in size just by magnetically snapping multiple keyboards together. Powered by ROLI's Brightkey technology, LUMI Keys features the brightest RGB illuminated keys ever made. It fits in a backpack and can travel anywhere, because it's compact and weighs less than an iPad Pro.

The integration of the LUMI app with LUMI Keys creates a fun learning platform that is the very first of its kind. With keyboard and app working seamlessly, players can:

- **Pick a song:** Choose from hundreds of songs from pop hits to classical favorites.
- **Play along:** Follow the keys as they light up, one by one, with the notes of the song.
- **Jam:** Improvise in real time. The notes and chords in the song's scale light up on LUMI Keys, so players can jam along like they're in the band.
- **Choose a view:** Progress from simple to advanced ways to read music. Whether it's colorful shapes or traditional sheet music, the LUMI app offers ways for everyone to read a song.
- **Learn:** Learn through playing, then take a more structured approach. Fun, fast lessons in the LUMI app cover scales, chords, playing techniques, and other music basics.

Roland Lamb, founder and CEO of ROLI, reinvented the keyboard once before with the award-winning Seaboard. He and the ROLI team have done it again with LUMI, this time to enable everyone to experience the joy of music making.

"Many people would love to play an instrument but worry that they don't have the talent. Through our research, design, and innovation at ROLI, we've come to believe that the problem is not a lack of talent. Rather, instruments themselves are not smart enough. What excites me most is that the intelligence of LUMI means that there's something in it for everyone. On one hand my own kids now prefer LUMI time to movie time. On the other hand, several of the world's leading keyboard players can't wait to use LUMI in the studio and on the stage."

LUMI is now available for pre-order on Kickstarter from June 18 to July 17. It ships in October 2019. [Visit the Kickstarter page](#) to learn more and be one of the first people to own LUMI.



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A fun learning platform that is the first of its kind, LUMI enables everyone to start playing a song in minutes.



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Compact and weighing less than an iPad Pro, LUMI Keys can travel anywhere

Note to editors:

1. KEY FEATURES

FULL-COLOR ILLUMINATION	LUMI Keys is the brightest and most saturated RGB-illuminated keyboard controller ever made. It features ROLI's Brightkey technology, which enables LUMI Keys to glow in day or night with 10,800 millicandelas of light distributed throughout the keys in a Fresnel Lens inspired design.
PLAYABILITY	LUMI's keys are a custom size of DS 5.5 that is optimised for the average human hand. With 92% of the plunge distance of a grand piano key, LUMI's keys feel almost identical to playing the piano. Yet their unique profile allows for a 24-key keyboard that is more compact than any other keyboard its size.



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EXPANDABILITY	Building on ROLI's research and development of modular instruments, LUMI Keys is the world's first fully modular keyboard controller. Players will never outgrow it, because it can expand as their skills grow. With its patented DNA connectors, multiple LUMI keyboards snap together to create a 48, 72, or even 96-key keyboard. It also connects to the Seaboard Block, Lightpad Block, and other Blocks in ROLI's modular system.
PORTABILITY	Compact and lightweight, LUMI Keys can travel anywhere. It's smaller than almost all laptops meaning it fits easily in bags and backpacks. At just 600g it weighs less than an iPad Pro. Custom-made Snapcases protect LUMI Keys on the move.
COMPATIBILITY	LUMI Keys not only integrates seamlessly with the LUMI app. It is also a high-performance MIDI controller that is compatible with leading digital audio workstations and plugins. It comes with ROLI Studio Player, which combines all of ROLI's premium sound engines and includes over 100 sounds.

2. KEY SPECIFICATIONS

Price	\$249 (€249)
Weight	600g (1.3lbs)
Dimensions	282mm x 141mm x 27mm (11" x 5.5" x 1")
Battery Life	6 hours of continuous play

3. MUSIC EDUCATION INSIGHTS

ROLI developed LUMI to address the challenges and opportunities in music learning worldwide, especially in the US:

- 84 percent of US Generation Z adults are listening to music every day ([Statista](#), August 2017)
- 64 percent consider themselves to be "avid music fans" ([Statista](#), 2018)



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- Currently in the US, only 10 percent of adults aged 18-29 have played an instrument in the past year ([Statista, 2018](#))
- 80 percent of adults who previously played an instrument are reported to have quit by the age of 14 ([Journal of Research in Music Education](#))
- The average school orchestra instrument costs \$350, a price increase of nearly 25% since 2008 ([Statista, 2005-2018](#))
- Numerous studies indicate that demonstration — any process that provides interactive feedback about musical principles — is the single most valuable part of learning the piano.

About ROLI

ROLI is extending the joy of music creation to everyone. The Seaboard, ROLI's award-winning keyboard, launched in 2014 to international acclaim. Its chain of next-generation music-making tools now spans hardware and software for everyone from beginners to professionals — from modular musical systems like ROLI BLOCKS to cutting-edge sound engines like Equator. LUMI, ROLI's latest product, realizes ROLI's mission of empowering everyone to make music, regardless of age or stage.

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