



Sony Innovation Fund invests in ROLI, the rising star in music technology that is delivering a new hardware-software platform for music creation

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**London** — Sony Innovation Fund (SIF), part of one of the world’s leading companies with a portfolio across consumer electronics, entertainment, and finance, has invested in ROLI, the London-based technology company that is developing a revolutionary hardware-software platform for making music.

ROLI makes the award-winning [Seaboard RISE](#) and [ROLI BLOCKS](#), which reviewers have called “utterly unique” and “two of the most compelling music-making devices in recent memory.” The company, which sells its devices at Apple Stores worldwide and recently welcomed Pharrell Williams as its Chief Creative Officer, will make use of SIF’s funding to develop new creative tools for all music-makers from beginners to professionals.

Roland Lamb, founder and CEO of ROLI, said: “Sony has become one of the world’s most recognized and successful brands because it consistently took risks in order to realize its creative vision for innovative products. Sony’s approach to innovation echoes how we work at ROLI, both in the way we develop products like BLOCKS and the way that those products create open-ended opportunities for our creators to be innovative in their work.”

Winning acclaim from customers and reviewers, ROLI has in the past year released [Seaboard Block](#) — a versatile, accessibly priced model of its iconic [Seaboard](#) — as well as the new [Songmaker Kit](#).

At the cutting edge of innovation for over 70 years, Sony created the market for mobile music with the Walkman. It popularized home entertainment with consumer electronics products that it continues to develop today with advanced digital technology. Beyond electronics, Sony Pictures Entertainment and Sony Music Entertainment make the company a powerful force in culture. The company established Sony Innovation Fund in 2016 to invest in the next generation of disruptive technology innovators.

ROLI has raised more than \$50 million to date, including \$27m from a Series B round in May 2016 led by Foundry Group. Other investors include Universal Music Group and FirstMark Capital in the US, Balderton Capital and BGF Ventures in the UK, and Horizons Ventures in Hong Kong.

ROLI's most recent investment was from Onkyo, a leading audio brand based in Japan. Onkyo, known for its premium speakers and sound systems, also owns the Pioneer brand of home entertainment devices. The investments from Sony Innovation Fund and Onkyo are part of ROLI's expanding global footprint, as it reaches more music-makers in more markets with a growing number of innovative tools.

*ROLI's music-making devices include the pressure-responsive Seaboard Block and Lightpad Block (pictured). They are wireless and portable, enabling music-makers to create anywhere — which is even easier when connecting to speakers like Sony's SRS XB10 (pictured).*

## **About ROLI**

ROLI is reinventing the experience of music creation with an integrated hardware-software platform for the digital age. Uniquely touch-responsive interfaces make every movement musical on the Seaboard RISE, Seaboard Block, Lightpad Block, NOISE app, and other tools that have won acclaim for the company founded in 2009. Renowned artists — including Chief Creative Officer Pharrell Williams — have brought the Seaboard and ROLI BLOCKS into their workflows, while learners are discovering new ways to express themselves musically for the first time. Learn more at [ROLI.com](http://ROLI.com) and [facebook.com/roli](https://facebook.com/roli).

## **About Sony Innovation Fund**

Sony Innovation Fund is dedicated to engaging with innovative early-stage startups to help fuel the development of disruptive technologies and the launch of new businesses. Beyond investment, its mission is to provide startups with access to Sony and its worldwide network, advise startups to help them grow and collaborate with them to achieve success. More information is available at [www.sonyinnovationfund.com](http://www.sonyinnovationfund.com).

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