

Advanced Technology from RODGERS and Roland

Think about an everyday product like the camera. It has evolved from a heavy, bulky, expensive and complicated piece of equipment into the pocket-sized, multi-function and ubiquitous cell phone camera that anyone can use. In the same way, SSC has transformed the back of the organ from a crowded closet of cages and wires into a clean, modern sound control center.

Rodgers & Roland's SSC sleek single-chip design eliminates the convoluted connections between multiple system components that control data storage, sound generation, digital signal processing, USB hosting, MIDI and other functions. Instead, one "super chip" performs all these tasks. Its simpler hardware design is more compact, consumes less energy, needs less maintenance, and substantially increases product stability and performance.

Rodgers came into being because of a vision of what could come from a marriage between the highest standards of art and technology. Our founder, Rodgers Jenkins and Fred Tinker, were former engineers at the highly respected technology company Tektronix. Their determination to build the world's finest electronic organ received fresh energy when Rodgers became part of the Roland Corporation in 1988.

The Roland-Rodgers partnership has produced many of the most important <u>milestones in the development of the modern organ</u>. SSC technology is among the most significant of these innovations because it revolutionizes what the organ is capable of doing, both in terms of function and quality of sound.

Important Things to Know About SSC Technology

- SSC has 5x the computing power found in previous-generation organs and 10x the wave memory, eliminating the need to "borrow" voices and opening up a gloriously wider range of polyphony.
- More memory means much longer and higher resolution pipe organ samples can be stored in SSC's smaller but extremely efficient circuitry.
- More power means a vastly expanded range of voicing parameters, with rank-by-rank, note-by-note control over every aspect of the sound.
- The SSC platform eliminates the need for convoluted connections between various components, increasing reliability. There's simply less to go wrong.
- SSC is an energy miser, drawing less power than previous generations of electronic instruments A giant step forward for green design in organs. Moreover, lower power requirements and greater efficiency extends the useful life of the organ's electrical components. Lower warranty costs for the builder means a lower price for you.
- Since the SSC technology is scalable, it is utilized in almost every Rodgers and Roland product, ensuring parts availability far into the future.