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**ROLAND AND BOSS HOST VIPS AT SOUTHWEST INVASION**

*VIP Green Room Tent Enjoyed by Talib Kweli, Gingger Shankar,  
Jamie Kent and Others During Fifth Annual Event*

**Los Angeles, CA, March 30, 2016** — Roland and BOSS U.S. partnered with Quantum Collective to host a VIP green room tent for performers during the fifth annual Southwest Invasion live music event in Austin, Texas, on March 17–19. As in years past, the event was a big draw, attracting attention for its strong lineup and because it took place high up on the rooftop garden of Whole Foods Market's worldwide headquarters.

This year's lineup boasted sets by 27 exclusively selected bands including Talib Kweli, Gingger Shankar, Jamie Kent, Third Eye Blind, and more. Before and after their sets, all the performers visited the private Roland/BOSS VIP lounge, where they talked about music and checked out the latest gear from Roland and BOSS. Artists showed off their chops using new BOSS guitar effects, Roland AIRA gear, and the new ELCajon EC-10 and electronic drum kits.

Roland had a chance to sit down and interview legends like MSTRKRFT and up-and-coming bands like The Heirs. During their set, MSTRKRFT used Roland's legacy TR-808 and TR-909 drum machines. The Heirs performed using Roland drum triggers, drum pads, and an AIRA SYSTEM-1.

"Working with Roland is exciting because their brand lives where the intersection of technology and music meet, pairing nicely with our mission at Quantum Collective. Their attention to detail for what the artist needs is impeccable. Bringing back classic synths, while merging new technology into today's usability and musical functionality, is something that makes them unique and relevant," says Quantum Collective Co-founder Dan Silver. Co-founder Liz Leahy added, "We put together the most amazing green room, the Roland Jam Space, packed with lounge areas and instruments for artists to tweak and play with at arm's reach. This was a perfect match for our 5th Anniversary Southwest Invasion event."

Watch highlights of the event here: [http://www.rolandus.com/rtv/contests\\_events/](http://www.rolandus.com/rtv/contests_events/).

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**About Roland Corporation**

Roland Corporation is a leading manufacturer and distributor of electronic musical instruments, including keyboards and synthesizers, guitar products, electronic percussion, digital recording equipment, amplifiers, audio processors, and multimedia products. With more than 40 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit [RolandUS.com](http://RolandUS.com) or see your local Roland dealer.

**About Quantum Collective**

*The Quantum Collective (<http://quantumcollective.com>) is an innovative marketing group that works to expand awareness by building complementary communities to support artists, musicians, celebrities and consumer brands through original programs, live entertainment and experiential events. Quantum Collective presented its 5th annual Southwest Invasion lifestyle event during the 2016 SXSW conference in Austin, TX. A concert series held in partnership with the Whole Planet foundation, the Southwest Invasion village, which takes over the rooftop of the Whole Foods store in downtown Austin, pairs socially responsible products and services with performances by emerging and legacy musicians.*