

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938
T: (323) 890-3700 F: (323) 890-3701 www.Roland.com

FOR IMMEDIATE RELEASE

Press Contact:

Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:

Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

ROLAND GO:MIXER COMPACT AUDIO MIXER FOR SMARTPHONES IS NOW AVAILABLE

Perform, Mix Audio, and Record Video with Your Smartphone — All at Once

Los Angeles, CA, April 26, 2017 — Roland announces the availability of [GO:MIXER](#), a compact audio mixer for smartphone video production. Compatible with iOS and Android smartphones, GO:MIXER connects digitally via an included cable, providing clear stereo sound that's a marked upgrade over using the phone's built-in mono mic or analog line input. With multiple inputs available, users can connect a mic, musical instruments, and media players, and mix them all together live while they shoot. Ultra-portable and simple to use, GO:MIXER is the ideal solution for adding a pro sound touch to social media videos.

At CES 2017, the Roland GO:MIXER received acclaim from leading industry journalists, winning three Best Of Show Awards, including the "Best of CES 2017" award from *iPhone Life* magazine.

With the great video quality of today's smartphones, capturing music performances and other types of content has never been easier. However, recording a high-quality audio soundtrack along with a video has typically required complicated external gear and time-consuming editing in post-production. GO:MIXER greatly simplifies the production process, enabling users to capture audio directly to a smartphone video in real time.

Offering plug-and-play convenience, GO:MIXER is ready to use out of the box. It's powered by the smartphone connection, so no batteries are required. And with a compact size that measures just 3.75 inches (95 mm) square and 1.1 inches (28 mm) tall, GO:MIXER is perfect for desktop and mobile use.

GO:MIXER supports connecting up to five sources at once via inputs for a vocal mic, guitar/bass, stereo keyboard, and two stereo line-level devices (such as music players, drum machines, etc.). Front-panel knobs provide hands-on mixing for the mic and instruments. There's also a stereo output jack for monitoring the sound via headphones or an external amplification system, plus a dedicated panel knob for adjusting the monitor level.

One of GO:MIXER's line-level inputs offers a selectable Center Cancel function, which reduces the volume of the main vocal in a music track that's playing through the input. This is a great feature for singers, allowing them to create karaoke-style tracks on the fly.

The GO:MIXER compact audio mixer for smartphones has a U.S. Street price of \$99. To learn more, visit www.Roland.com.

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 www.Roland.com or see your local Roland dealer.

For high-resolution images of these products, please visit our [press and dealer resources center](#) and visit [here for embeddable videos](#).