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## FOR IMMEDIATE RELEASE

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## ROLAND ANNOUNCES 4XCAMERA APP FOR iOS

*Easily Create Split Screen Music Video Performances on iPhone or iPad*

**CES, Las Vegas, NV, January 8, 2018** — Roland (LVCC Central Hall, Booth# 17544) announces 4XCAMERA, a unique new video capture app for iOS devices. 4XCAMERA makes it easy for musicians to create music videos with up to four performances split on the screen. Aspect ratios of 1:1 and 16:9 are supported, and 10 split-screen patterns are available for each. The app is a free download and allows users to capture up to two performances. Full functionality is available via an in-app purchase of \$3.99.

With [4XCAMERA](#) and an iPhone or iPad, it's quick and simple for one person to create split screen performance videos of original music, cover songs, or karaoke tracks. And by sharing 4XCAMERA video projects through cloud-based storage, multiple musicians can use the app to contribute performances from anywhere in the world.

The user starts by capturing one video performance to the 4XCAMERA app. Using this video as a guide, they can capture three more performances, adding new parts on each pass. Sound can be recorded via the device's built-in mic or through a connected audio capture device.

All videos for a song are stored within the app's library. To complete a split screen music video, the user applies a split screen pattern, adjusts volumes for each video, and then renders a final file for sharing on YouTube and other social media sites.

To learn more about the 4XCAMERA app, visit [Roland.com](http://Roland.com).

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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 [Roland.com](http://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](#).

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