



Press Release

Roland Announces Presence at TwitchCon 2023, Amplifying the Gaming Experience for Creators



Roland BRIDGE CAST Dual-bus Gaming Audio Mixer

Las Vegas, NV, October 20th, 2023 — [Roland](#) (Las Vegas Convention Center - West Hall #280), a global leader of electronic musical instruments and professional video products, is excited to announce its presence at this year's [TwitchCon](#), the gaming industry's premier event. Renowned for its groundbreaking audio technology, Roland has made a significant impact in the gaming world with the debut of the BRIDGE CAST Dual Bus Gaming Mixer launched early this year, firmly establishing its introduction in the gaming category. Moreover, Roland has a partnership with the esports community and the Esports awards, empowering creators with essential tools for music production and live streaming, contributing to the integral aspects of game development.

TwitchCon, a massive gathering of gamers, streamers, and enthusiasts, serves as the ideal backdrop for Roland to seamlessly cultivate its footprint in the vibrant gaming industry. With the

rise of gaming content creators, Roland recognizes the need for high-quality audio and video solutions to enhance the gaming experience.

Backed by 50 years of Roland audio development, The BRIDGE CAST Dual Bus Gaming Mixer offers gamers and streamers unparalleled audio mixing capabilities. With its advanced features and intuitive controls, it enables users to create professional-grade audio streams effortlessly. This mixer is poised to revolutionize the way gamers and streamers approach their content creation, providing them with the tools they need to stand out in the gaming community.

"We are thrilled to be a part of TwitchCon 2023," said Gordon Raison, CEO at Roland. "As a brand with a rich history in music and production, we are excited to bridge the gap between creators in the world of music and gaming, leveraging our core expertise to enhance the gaming experience. The BRIDGE CAST Dual Bus gaming mixer is just the beginning of our journey into this exciting space."

At TwitchCon 2023, Roland will have a dedicated booth where attendees can get hands-on experience with the BRIDGE CAST Dual Bus gaming mixer and witness its groundbreaking features in action. In addition, Roland will also be giving attendees a first look at a brand-new unique color offering for its BRIDGE CAST.

For a hands-on demo of the BRIDGE CAST and to hear more about Roland's involvement in the gaming category, visit the Roland booth at TwitchCon in Las Vegas, Nevada, from October 20-22st, 2023 at Las Vegas Convention Center - West Hall, #280.

Availability & Pricing

The Roland BRIDGE CAST is available in the U.S for \$299.99. To learn more, visit www.roland.com.

**Price at the time of publishing.*

About Roland Corporation

For more than 50 years, Roland's innovative electronic musical instruments and multimedia products have fueled inspiration in artists and creators around the world. Embraced by hobbyists and professionals alike, the company's trendsetting gear spans multiple categories, from pianos, synthesizers, guitar products, and electronic percussion to DJ controllers, audio/video solutions, livestreaming products, and more. As technology evolves, Roland continues to lead the way for gigging musicians, producers, and beatmakers, providing modern software-based solutions and seamless creative workflows between hardware products, computers, and mobile devices. For more information, visit Roland.com or see your local Roland dealer. Follow us on [Facebook](#), Twitter ([@RolandGlobal](#)), and Instagram ([@RolandGlobal](#)).

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