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ROLAND DISPLAYS V-MODA CROSSFADE 2 WIRELESS CODEX EDITION WITH UPGRADED AWARD-WINNING PREDECESSOR

*Hybrid Wireless/Wired Analog Headphone Features Additional High-Quality Bluetooth
Audio Codecs for the Best Possible Sound*

The NAMM Show, Anaheim, CA, January 23, 2019 — Roland (Exhibit 10702, Hall A) is displaying the V-MODA [Crossfade 2 Wireless Codex Edition](#), ideal for both general consumers and demanding audiophiles who seek professional grade audio quality. Building on the success of its original Crossfade 2 Wireless, which earned multiple Editor's Choice awards for its unparalleled sound, design, and quality, the Codex Edition raises the bar even further featuring three audio codecs for improved wireless audio quality and universal compatibility. Qualcomm aptX, AAC and SBC are now available in all three colorways: Matte Black, Matte White and Rose Gold.

"Bluetooth audio quality is defined by the algorithm codec and bitrate vs. the version. Listeners no longer need to sacrifice audio quality for the convenience that Bluetooth capabilities provide. Crossfade 2 Wireless Codex Edition gives modern audiophiles the best of both wireless and wired worlds," said Val Kolton, CEO of V-MODA. "Our hybrid Codex Edition is shrinking the gap between the sound quality of wireless and wired playback for a sound signature that is meticulously sculpted for audiophiles, gamers and professional musicians, alike."

Essential for today's demanding mobile lifestyle, the Codex Edition headphones feature Qualcomm aptX for CD sound quality over Bluetooth on higher-end Android and MacOS sources. Furthermore, it offers two additional codec options: The Advanced Audio Codec (AAC) for best sound performance on iOS and many other devices along with the Sub-Band Codec (SBC) for universal compatibility when aptX and AAC are not supported. The headphone audio codec in-use adjusts according to the paired device. When devices are compatible with more than one codec, such as with the Google Pixel and Samsung Galaxy S9, users are able to select [which codec to use](#). Additionally, most macOS devices support aptX and users can view their active codec by pressing the Option (Alt) key on the Bluetooth menu bar icon.

The V-MODA Crossfade 2 Wireless Codex Edition is currently available with U.S. pricing of \$350.00.

To view instructions on how to monitor and change your codec on Android and macOS visit V-MODA.com/Codex.

About V-MODA and Roland Japan

Designed in Milano, V-MODA's verve is to amplify an authentic music lifestyle via timeless products forged by unparalleled quality, fashion-forward design and an unequivocal passion for music and materials. Led by Chief Visionary Officer and professional musician Val Kolton, V-MODA blends analog renaissance age inspiration, Italian design and precise Japanese engineering. V-MODA products have won 45+ editors' choice awards and have become essential gear for the world's top professional DJs.

*V-MODA joined forces with Roland of Japan on 808 (August 8, 2016), to redefine and develop the next breakthrough in music products and push the boundaries of audio innovation to reach a global audience of music aficionados. V-MODA and Roland do not tune headphones only as the "artists intended" but as **both** the "instrument engineer and artists intended."*

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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 or see your local Roland dealer.