



Press Release

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BOSS Celebrates 50 Years of Innovation at NAMM 2024



Interactive BOSS Experience Showcases Rare Examples of Seminal BOSS Guitar Pedal Designs and Several BOSS Engineering World Firsts

Los Angeles, California, January 24, 2024 — [BOSS](#) (Booth #5432) is celebrating its monumental 50th anniversary at NAMM this year with a booth commemorating half a century of groundbreaking innovation. Returning to NAMM after three years, BOSS is showcasing rare examples of its seminal designs alongside its latest innovations, telling the story of the brand's fifty years in an interactive and educational experience for musicians of all styles and skill levels.

Since 1973, BOSS has stood proudly at the industry's cutting edge with a slew of engineering breakthroughs that include numerous world firsts. From its iconic compact pedal design, legendary delays, and sublime WAZA Craft gear to progressive guitar synthesizers, state-of-the-art amps, and more, the beloved Japanese firm lays claim to some of the guitar world's most revered products.

In honor of its 50th anniversary in November, BOSS unveiled collector versions of the DS-1 Distortion, SD-1 Super Overdrive, and BD-2 Blues Driver, three of the most popular and influential models from the legendary BOSS compact pedal lineup. To view rare electronic instruments, experience the history of BOSS, receive a free copy of the brand's collectible 50th anniversary publication (while supplies last), and more, visit BOSS at NAMM, booth #5432.

About BOSS

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists, bassists, and vocalists with a diverse, world-leading product lineup of creative tools with exceptional sound, intuitive control, and rugged durability. Since 1977, BOSS's famous compact pedals have been used daily by everyone from beginners to touring professionals, with over 140 unique models introduced and over 18 million units sold to date. BOSS also leads the way with innovative gear in numerous other categories, from amplifiers, multi-effects processors, and loopers to wireless systems, vocal effects, tuners, metronomes, rhythm machines, recorders, and more. For more information visit [Boss.info](#). Follow BOSS on [Facebook](#), [X \(@BOSSInfoGlobal\)](#), and [Instagram \(@BOSSInfoGlobal\)](#).

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