



Press Release

FOR IMMEDIATE RELEASE

Roland/V-MODA Partner with Susan G. Komen® for Special Edition Crossfade 2 Wireless Codex Edition Headphone and Showcases at CES 2022 Digital



To support the fight against breast cancer, Roland/V-MODA will donate 30% of the sales price directly to Susan G. Komen®

Los Angeles, CA, January 4, 2022 – [V-MODA](#), award-winning manufacturer of the world's finest high-fidelity audio devices and [Roland](#), world-renowned electronic musical instrument manufacturer, announces a partnership with [Susan G. Komen®](#), the world's leading nonprofit in the fight against breast cancer. Working to support those in need of help today while tirelessly searching for tomorrow's cures, Roland/V-MODA is releasing a special edition V-MODA Crossfade 2 Wireless Codex Edition headphone with dealer partners and together donating 30% of the sales price to the organization to support the fight against breast cancer.

V-MODA's Crossfade 2 Wireless Codex Edition is a hybrid *Bluetooth* and analog (wired) headphone. It features Qualcomm's aptX for CD-quality audio over *Bluetooth*, Advanced Audio Codec (AAC) for the best sound performance on Apple devices, along with a "universal" Sub-band codec (SBC) for improved *Bluetooth* performance versus the standard protocol. There's also a hidden built-in microphone, specially tuned for phone calls and voice recognition along with an additional 1-Button Speakeasy cable for wired mic use included in the box.

Unlike other *Bluetooth* headphones that over-process, color, and EQ headphone audio when in wireless mode, the Crossfade 2 Wireless Codex Edition can also be operated in wired mode by inserting an audio or mic cable right into the headphone jack to achieve zero latency – essential for professional and gaming use. Powered by dual-diaphragm 50mm drivers and hi-resolution CCAW coils made in Japan, the Crossfade 2 Wireless Codex Edition is certified by the Japan Audio Society (JAS) to Hi-Res Audio standard when cabled.

Crossfade 2 Wireless Codex Edition Key Features

- V-MODA award-winning signature sound (45+ Editors' Choice Awards) both in wireless and wired mode
- Qualcomm aptX audio codec for CD-quality wireless audio playback + AAC and SBC codecs for universal compatibility
- Lithium-ion battery provides up to 12+ hours of continuous music, entertainment, and calls; 30-minute charge with 2.5-hour playback; unlimited hours in wired mode
- Dual-diaphragm 50mm drivers and hi-resolution CCAW Japanese coil for Hi-Res Audio certification (JAS) when cabled
- Large memory foam cushions and SteelFlex headband provide comfort for extended listening sessions and natural noise isolation

Pricing & Availability

The [V-MODA Susan G. Komen® Special Edition Crossfade 2 Wireless Codex Edition Headphone](#) is available now for \$279.99 at select authorized Roland and V-MODA retailers in the U.S including Adorama, American Musical Supply, Guitar Center, Musician's Friend, Sam Ash, Sweetwater, zZounds, Kraft Music, Woodwind & Brasswind, and [Amazon](#).

To support the fight against breast cancer, Roland/V-MODA, together with dealer partners, will donate 30% of the sales price for each headphone from this collaboration directly to Susan G. Komen® through March 31, 2022. United by hope, we can end breast cancer.

For the full press kit, including hi-res images, click [here](#).

About Susan G. Komen®

In 1980, Nancy G. Brinker promised her dying sister, Susan, that she would do everything in her power to end breast cancer forever. In 1982, that promise became the Susan G. Komen® organization and the beginning of a global movement. What was started with \$200 and a shoebox full of potential donor names has now grown into the world's largest nonprofit source of funding for the fight against breast cancer. To date, we've invested more than \$2.9 billion in groundbreaking research, community health outreach, advocacy and programs in more than 60 countries. Our efforts helped reduce deaths from breast cancer by 40 percent between 1989-2016 and we won't stop until our promise is fulfilled.

About V-MODA

Designed in Milan, engineered in Japan and made to create, V-MODA is the music lifestyle brand where state-of-the-art tech meets stylish design. Founded in 2004, V-MODA has won multiple accolades for products that have become best-selling fan favorites and are considered essential gear by top performing artists from a variety of genres. V-MODA joined forces with Roland of Japan on 808 (August 8, 2016), to redefine and develop the next breakthrough in design-centric music products, with the partnership progressing in 2019 to fully incorporate V-MODA into the Roland family and facilitate a greater vision for the growth of both brands. Crafting with a “creators first” approach, Roland and V-MODA create high-quality audio products made for sound as both the artists and audio engineers intended. Visit www.vmoda.com follow us on [Facebook](#), on Twitter ([@VMODA](#)) and on Instagram ([@VMODA](#)).

About Roland Corporation

For nearly 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.

Media Contact:

Callie Jardine
Max Borges Agency
+1 (305) 374-4404
roland@maxborgesagency.com

Company Contact:

Rebecca Genel
Global PR/Media Relations Manager
Roland Corporation
+1 (323) 890-3718
rebecca.genel@roland.com