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## FOR IMMEDIATE RELEASE

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## ROLAND ANNOUNCES WEARPRO MIC FOR GOPRO CAMERAS

*New Mics Enable the Capture of Exciting First-Person Soundtracks*

**Los Angeles, CA, November 4, 2015** — Roland announces the WEARPRO Mic, a wearable device that provides high-quality audio capture for the HERO3, HERO3+, and HERO4 video cameras from GoPro. Specially designed for the popular camera series, the WEARPRO Mic supports both binaural and standard stereo recording, and plugs directly into the HERO with no conversion cables needed. GoPro users can easily record immersive first-person soundtracks that put viewers right in the middle of the action.

Versatile and affordable, the WEARPRO Mic is the ideal audio upgrade for GoPro owners. HERO cameras are the top choice for shooting personal action videos, and adding the WEARPRO Mic brings more realism and excitement to live-action images through the use of binaural sound. HERO cameras also excel for everyday recording and web streaming, and the WEARPRO Mic delivers excellent results for vloggers, camera enthusiasts, and anyone who wants high-quality audio to accompany their GoPro videos.

The WEARPRO Mic's convenient, wearable design enables binaural audio capture, a unique recording technique that accurately recreates the way we hear sounds in our environment. By capturing the source with microphones placed at each ear, listeners using stereo headphones or earphones enjoy a truly realistic 3D audio experience, with sounds coming from all directions in a simulated 360-degree space.

Operating the WEARPRO Mic is easy—the user simply wears the two ultra-small microphones like earphones, plugs the cable into the mini-USB port on the HERO, and begins shooting. The WEARPRO Mic is powered from the GoPro camera, eliminating the hassles of batteries and external power supplies. And thanks to the open-air structure of the earpieces, outside sounds are never blocked, providing safety while shooting in crowded environments.

Two included clip mounts make it easy to also use the WEARPRO Mic for everyday recordings like webcasts, interviews, and stereo music capture. Just snap on the clips and attach the mics anywhere, such as clothing, a music stand, or a selfie stick. Two windscreens are also included, along with four different rubber sleeve pairs to fit ear sizes from kids to adults.

The WEARPRO Mic works with the HERO3, HERO3+, and HERO4 cameras from GoPro. (Not compatible with the HERO4 Session camera.)

To learn more about the WEARPRO Mic, visit [http://www.rolandus.com/products/wearpro\\_mic/](http://www.rolandus.com/products/wearpro_mic/).

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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 [www.RolandUS.com](http://www.RolandUS.com).*