

## FOR IMMEDIATE RELEASE

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## **Roland and V-MODA release M-100 AIRA headphones**

*Incredibly detailed sound quality for AIRA owners*

**Hamamatsu, Japan, November 19, 2015** — Designed and built by V-MODA in collaboration with Roland, the M-100 AIRA boasts the sound quality and styling of the acclaimed V-MODA Crossfade M-100 over-ear headphones with the AIRA logo customized on each shield, along with AIRA-green chevrons on the headband.

After a successful crowdsourcing project, V-MODA's Crossfade M-100 ranks among the most highly regarded headphones in the world, with 18 editors' choice awards and "Best DJ Headphones" naming rights by both DJ Mag and CNET. The M-100 headphones are also worn by 36% of Top 100 DJs, as polled by DJ Mag. The AIRA edition includes all of the M-100's superior features, specifications, and more.

Designed in Italy, the M-100 AIRA headphones features XL memory foam ear cushions (with 30% increase in inner diameter, twice the depth and 55% increase in volume) for optimum comfort and sound isolation. With its patent-pending dual-diaphragm 50mm drivers, 5-30,000Hz frequency response and incredible dynamic range, the M-100 AIRA give the most accurate representation possible of music genres ranging from club to classical.

Developed with musicians, producers and DJs in mind, the M-100 AIRA features an exclusive heavy-duty two-meter cable that incorporates a secure and highly stable locking mechanism. Included in each package is an extra SharePlay™ extended audio cable with built-in 3.5mm jack that allows two headphones to share the same audio source.

Crucially, the M-100 AIRA enables users of Roland's AIRA range of instruments and effects to hear and feel every detail of their performance on stage or in the studio, from the deepest subs of the TR-8 drum machine to the most piercing screams of the TB-3 synth.

The M-100 AIRA is extremely roadworthy thanks to its steel-frame construction, metal CliqFold™ hinges and exclusive gig-ready AIRA edition travel case for storage of the headphones and its accessories.

Roland's Atsuo Yukawa, Senior Executive Officer and RPG Company President, commented, "After testing countless headphones for the ultimate pair that accurately represented the music we created, we found V-MODA's Crossfade M-100. We're immensely proud of the M-100 AIRA headphones, released in conjunction with V-MODA. A true audiophile-quality personal monitoring system for AIRA users that looks as good as it sounds, it's the ultimate music production accessory."

V-MODA's Val Kolton, CEO and Founder, commented, "As a producer and performer at heart, I've had the opportunity to fine-tune our headphones using Roland's legendary instruments. Not only did the TR-808, TR-909, and TB-303 lay the framework of modern dance and hip-hop music but they set the standard for V-MODA acoustics. It is an honor that our worlds have collided after independently discovering that our headphones and Roland instruments are perfectly matched at every frequency. Together with Roland's legendary musical development and V-MODA's accurate representation of each sound's integrity, we fuel the 'artists behind the artists'."

To learn more about the Roland Boutique series modules, visit [Roland.com](http://Roland.com).

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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 <http://www.roland.com> or see your local Roland dealer.*

### **About V-MODA**

*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 the charisma of classic Hollywood. V-MODA Crossfade products have won 24+ editors' choice awards and have become essential gear for the world's top professional DJs. The global brand is also the #1 ranked headphone brand on Amazon based on customer feedback.*

*(Source: <http://headphonescompared.com/best-headphone-brands/>)*