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## **BOSS ANNOUNCES PREMIUM INSTRUMENT CABLES**

*BIC-P Cable Series Delivers the Ultimate Sonic Performance for  
Guitar and Bass*



**BIC-P18**

**Hamamatsu, Japan, January 18, 2021** — BOSS announces the BIC-P premium instrument cable series, the latest addition to the company's ever-expanding lineup of high-quality accessories for musicians. Crafted with the finest materials and carefully engineered for superior tone, BIC-P premium instrument cables offer the ultimate in sound reproduction for guitar and bass.

As the first point of transmission between a guitar or bass and the next device in the signal chain, the instrument cable has a significant impact on the overall sound and response. In developing the BIC-P line, BOSS evaluated the many elements that go into a cable—wire gauge and type, shielding, connectors, and more—and how they all work together to affect the sound. Through deep experimentation, a proprietary combination of materials was created that accurately translates the richness and character of an instrument's pickups and natural resonances, providing players the most musical and sonically pure cable available.

Each BIC-P cable features an 18 AWG multi-strand center conductor made with 99.99% pure oxygen-free mono-crystal copper, delivering full, balanced tone with warmth, punch, and clarity. Braided mono-crystal copper shielding and 24K gold-plated connectors further enhance performance, while a stylish woven outer jacket coils smoothly and provides lasting durability.

BIC-P premium instrument cables are available in 10 ft./3 m and 18 ft./5.5 m lengths with straight-to-straight 1/4-inch connectors (BIC-P10, BIC-P18) and straight-to-right angle 1/4-inch connectors (BIC-P10A, BIC-P18A).

Learn more about BIC-P premium instrument cables and the growing lineup of BOSS accessories at [www.boss.info](http://www.boss.info).

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**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 125 unique models introduced and over 16 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](https://www.boss.info).*

**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](https://www.roland.com).*