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Roland's GO:LIVECAST Wins the iF Design Award 2022
Award-winning GO:LIVECAST Brings Professional Quality to Smartphone Livestreams.



Hamamatsu, Japan, May 31, 2022 — [Roland](https://www.roland.com/), a leading manufacturer of electronic musical instruments and professional video products, announces the [GO:LIVECAST Livestreaming Studio for Smartphones](#) was selected as a winner at the [International Forum \(iF\) Design Award 2022](#), a prestigious German international design competition.

Founded in 1953 as Die Gute Industrieform e.V., the iF Design Award conducts comprehensive evaluations of differentiation and impact, among others, in a total of nine categories — Product, Packaging, Communication, Professional Concept, Interior Architecture, Architecture, Service Design, User Experience (UX) and User Interface (UI).

Roland's mission is to provide innovative tools for modern creative outlets and uses, like livestreaming, so that inspiration can take shape in the form of music or media. GO:LIVECAST allows streamers to enhance and manage live content on online platforms while remaining engaged with their audience. It functions like an instantly accessible, mini broadcast studio to make online live video production for programs from music to beauty to cooking more accessible, easy, and fun for everyone.

GO:LIVECAST's plug-and-play setup lets users simply connect a smartphone and headphones for sound monitoring and start streaming. It improves average built-in microphone smartphone audio by giving content creators the ability to connect to other sound sources—from microphones to electronic instruments. Effortlessly insert pre-recorded audio and video clips into livestreams with the push of a button. Users can also access a variety of video features through the companion app and connect to their preferred platforms to start broadcasting directly, eliminating the need for other third-party streaming software.

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

More information about GO:LIVECAST can be found in the "Winners & Ranking" section on www.ifdesign.com.

For more information, visit Roland.com.

About Roland Corporation

For over 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.

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