

FOR IMMEDIATE RELEASE

Press Contact:

Global AME Relations Dept.

Roland Corporation

Press-JP@roland.com

<https://www.roland.com/>

Roland CEO Gordon Raison and Entrepreneur David Chen Present “Creative of the Year” Award at Esports Awards 2023

Roland partners with Esports Awards for a third consecutive year following an enhanced focus on gaming in 2023 with its launch of BRIDGE CAST



Courtesy of Roland, Esports Awards 2023, NACL

Hamamatsu, Japan, December 18, 2023 — For the third consecutive year, the world-leading electronic musical instruments and multimedia products manufacturer, Roland, presented the “Esports Creative of the Year” award during the annual [Esports Awards show](#). The award honors an individual each year who has built the perception of one or more brands or individuals while working for an esports organization, a creative agency, or as a freelance creator. During this year’s ceremony, Gordon Raison, CEO of Roland, was joined by entrepreneur and esports investor David Chen onstage in Las Vegas to present the award to Gregory Ortiz, “Seso,” an immensely talented creator.

Seso has amassed a following of more than 245K subscribers on [YouTube](#) through his creative and interactive design tutorials, tips, and demonstrations, creating a channel he describes as a “design playground.” These include walk-throughs of platforms like Adobe Photoshop and Illustrator, among many others. Seso has also developed a number of resources for his community, helping to advance design capabilities to widespread audiences in the esports space and beyond. Before fully devoting himself to his channel, Seso served as an art director for 100 Thieves, enriching his expertise in the esports industry, which now contributes to the depth of his ongoing content creation.

The “Esports Creative of the Year” winner each year demonstrates elevated success within their respective field, with work of the highest technical quality that inspires others within the esports industry, paving the way for future industry growth. Winners consistently raise the bar with unparalleled creative content and audience engagement that inform the industry’s continued following. Roland presents this award for the third time, continuing their commitment to empowering creators, most recently with the November launch of the Ice White BRIDGE CAST Dual Bus Gaming Mixer, a sleek new colorway for the brand’s all-in-one solution for premium livestream audio, which launched at the Consumer Electronics Show (CES) in 2023. The new Ice White model made an appearance at TwitchCon, where it served as a demonstration of Roland’s more than 50 years of experience providing tools essential to music production and livestreaming—two crucial components of game development within esports and beyond.

“We are exhilarated to welcome Roland back to the 2023 Esports Awards in Las Vegas once again, celebrating creative excellence within the industry. Roland’s commitment to building and creating innovation for creators by creators is first class, and we are excited to have them back as the official sponsor of the ‘Esports Creative of The Year’ award,” said Esports Awards CEO Michael Ashford.

Fellow presenter David Chen, an acclaimed entrepreneur and esports investor, has helped to advance the esports community as a shareholder among top esports teams, leagues, and organizations, such as FaZe Clan, the North American Collegiate League (NACL), C9TG, ESTV, and Latin America’s premier gaming league LAL. Chen and Roland have collaborated over the past year at CES and TwitchCon where they discussed the brand’s upcoming tools and innovations set to inform the future of gaming.

“It’s been a pleasure getting to work with Roland over the past year or so to progress the esports industry and discuss what they have coming down the pipeline. With it being such an exciting time in gaming, it’s wonderful to see experts in the livestreaming space continue to take active steps forward for gamers and creators as we’ve seen with Roland,” said David Chen. “This is a huge passion of mine, and I couldn’t be more excited to have been able to present to such strong creators alongside Roland this year.”

“It is an honor each time we get to gather in person and meet such a vast and talented group of creatives. This is our third year now of being able to attend and present these awards, and we remain as inspired as ever,” said Gordon Raison, CEO of Roland. “Roland has been committed to developing tools for creators for many years, and we continue to expand and enhance these tools through new product development and attending key industry events. Esports Awards have been a valued partner of ours, allowing us to work with some of the greatest organizations and creators in esports, like David. We’re excited to see what’s to come and want to congratulate this year’s winners again.”

To further celebrate the awards, Roland curated esports mixers at Crockfords Resorts World Las Vegas, where esports teams, including NACL, Las Vegas Inferno, and Glo Navy, co-hosted the party with sets from esports team DJs like DJ Joe Green, DJ Bella Hue, and more. Gift bags included the new Ice White [BRIDGE CAST Dual Bus Gaming Mixer](#), along with a myriad of Roland streaming products.

For more information, visit [Roland.com](https://roland.com).

About Esports Awards

Founded in 2015, the Esports Awards is the most prestigious night in the esports calendar and the only global award show that aims to recognize esports excellence. The Esports Awards is dedicated to showcasing world-class performance and innovation from every corner of the industry throughout the year and reaches its pinnacle at its end-of-year ceremony considered the Oscars of esports. The ceremony celebrates everyone from the players, teams, media, hardware providers, games, events, and personalities that shape the esports

industry. The 2021 Esports Awards saw a record-breaking 20 million viewers across the campaign, and 10 million votes counted. For 2023, the Esports Awards returned to Resorts World Las Vegas for the second time.

About Roland Corporation

For 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://roland.com).

Company names and product names appearing in this document are registered trademarks or trademarks of their respective owners.