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## ROLAND AND BOSS ACCESSORIES ON DISPLAY AT CES 2017

*Recently Introduced Accessories Include Drum Thrones, Instrument Bags, Road Cases, Premium Music Stand, and More*

**CES, Las Vegas, NV, January 4, 2017** — Roland and BOSS (booth #18138, LVCC Central Hall) are proud to showcase their new line of premium music accessories. Offering the same high standards of quality and lasting durability that the company's instruments are famous for, Roland and BOSS accessories deliver trusted performance for pro players, DJs, producers, audio engineers and music hobbyists everywhere. The lines offer more than 200 different products, including audio and MIDI cables, carrying bags, guitar picks, instrument straps, lifestyle gear, and more. Accessories carry the official Roland and BOSS brand, and new selections will be added over the coming months.

"With the launch of our new accessories line, we have an exciting opportunity to enhance our core products and the great Roland and BOSS brands," says Niko Spanos, general manager for the Roland and BOSS accessories division. "Our brands are forever linked to quality and innovation, and premium accessory solutions follow in those same footprints. BOSS pedals, multi-effects, and tuners are mainstays in the guitar and bass world, and these premium accessory solutions represent a natural extension of our trusted brand. We're extremely pleased to offer these long-requested products to all our loyal customers."

**Professional Cables:** Available in two different levels, Roland's instrument, microphone and MIDI cables deliver high-end performance for the most demanding pro applications. Perfect for working musicians, Black Series cables are hand-assembled with top-quality connectors, and then individually bench-tested to ensure superior operation. Designed for studio and audiophile applications, Gold Series cables are outfitted with 24k gold-plated contacts and Roland's premium-grade audio cable. All Roland cables are guaranteed for life, and feature ultra-low capacitance to deliver the truest dynamic response available.

**Keyboard Bags:** Roland's stylish new keyboard bags come in two series and five different sizes to carry and protect all types of Roland keyboards. Made for performers on the go, the Black Series features durable, lightweight designs with great protection for everyday travel. The Gold Series offers additional protection with plush interiors and integrated impact panels. Smaller keyboard bags include convenient back straps, while larger bags feature built-in wheels for easier transport of heavier keyboards.

**Professional Instrument and Speaker Cables:** BOSS cables deliver high-end performance for guitar, bass, and other musical applications on stage and in the studio. Engineered to preserve tone, they

accurately transmit the purest signal without contamination or interference. Oxygen-free copper core wire translates every nuance, while specially designed connectors with 24K gold-plated contacts ensure the most precise sound reproduction available. Rugged and durable, BOSS cables are backed with a lifetime guarantee.

**Picks:** BOSS premium picks are made in the USA and manufactured with the highest quality materials for great feel and playability. Ideal for all styles of music, the picks feature clean, polished edges that provide easy control and consistent tone. The picks come in bags of 12 or 72, and are offered in American celluloid and Delrin® materials. The celluloid picks are available in many different colors, including Abalone, Mosaic, Shell, Black, and Camo.

**Instrument Straps:** BOSS instrument straps are designed to handle guitars, basses, and other instruments with comfort and style. Select top-quality American leather offers a super-soft feel and lasting durability for a lifetime of use. The straps are available in a number of different designs and widths to suit the style and comfort needs of all types of players.

**Additional Accessories and Lifestyle Gear:** The Roland and BOSS accessories lineup also includes handy LED lamps and clip-on lights, as well as instrument care kits. A premium barstool with the distinctive Roland or BOSS logo is also available, allowing musicians to make their favorite gear brand part of the décor in their living space, studio, or workshop.

Visit [www.Roland.com](http://www.Roland.com) and [www.Boss.info](http://www.Boss.info) to explore the wide array of accessories available for musicians' needs.

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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.Roland.com](http://www.Roland.com) or see your local Roland dealer.*