

Roland Corporation U.S. 5100 S. Eastern Avenue Los Angeles CA 90040-2938 T: (323) 890-3700 F: (323) 890-3701 www.Boss.info

## FOR IMMEDIATE RELEASE

Press Contact:
Leslie Buttonow
Account Manager
Clyne Media, Inc.
(615) 662-1616
Leslie@clynemedia.com

Company Contact:
Rebecca Eaddy
Marketing Communications Mgr.
Roland Corporation U.S.
(323) 890-3718
Rebecca.Eaddy@roland.com

## **BOSS GT-1B BASS EFFECTS PROCESSOR NOW AVAILABLE**

Flagship Bass Tone in an Ultra-Compact Package

**Summer NAMM Show, Nashville, TN, July 11, 2017** — BOSS (Booth 723) announces the availability of the GT-1B Bass Effects Processor, a compact multi-effects unit for bassists. Equipped with BOSS's flagship-level sound engine, the GT-1B is a powerful mobile tone companion that gives players a diverse selection of pro-level preamps and effects for stage and studio playing.

The <u>GT-1B</u> features 90 unique effects including 13 different preamp types, all specially tuned for bass. Among these are a selection of premium effects that use BOSS's advanced Multi-Dimensional Processing (MDP) to maintain an instrument's natural character and response. A dedicated looper is included as well, providing a useful built-in tool for jamming and spontaneous creativity.

The GT-1B's intuitive interface makes it simple to build sounds and fine-tune parameters — even for players who are new to multi-effects. Easy Select and Easy Edit functions streamline patch creation, allowing beginners and pros alike to achieve polished multi-effects sounds with just a few tweaks.

Though designed to be light and compact, the GT-1B still delivers the rugged durability that BOSS is famous for. In addition, a choice of AC or battery power provides flexibility for performing and practicing anywhere.

The BOSS Tone Central website gives GT-1B users access to many free patch collections created by pro bassists. The free BOSS Tone Studio software provides a full-featured editor/librarian for the GT-1B, as well as integrated access to all the patch collections at BOSS Tone Central.

To learn more about the GT-1B Bass Effects Processor, visit www.Boss.info.

-----

## **About BOSS**

BOSS, a division of Roland Corporation, has achieved legendary status among guitarists by offering a diverse, world-leading product lineup that includes amps, compact effects processors, multi-effects processors, digital recorders, rhythm machines, metronomes, tuners, vocal products, and more. For more information, visit <a href="https://www.Boss.info">www.Boss.info</a>.

For high-resolution images of these products, here for embeddable videos.	please visit our	press and dealer	resources center	and visit