



Press Release

FOR IMMEDIATE RELEASE

## BOSS Unveils EURUS GS-1 Electronic Guitar



*Breakthrough Instrument Fuses Premium Guitar Features with Advanced BOSS Guitar Synthesizer Technology*

**Los Angeles, CA, July 15, 2021** — [BOSS](#) announces the [EURUS GS-1 Electronic Guitar](#), an inspiring new instrument for modern guitarists. The EURUS concept presents a bold creative path for adventurous sonic explorers, expanding the traditional guitar experience with powerful and expressive BOSS technologies. Born from this breakthrough approach, the EURUS GS-1 infuses a premium instrument with advanced guitar synthesis techniques refined over more than four decades. The guitar also features onboard Bluetooth®, allowing players to customize synth sounds and control multiple performance parameters with the convenience of wireless connectivity.

The EURUS GS-1 fully leverages BOSS's vast expertise in guitar technology to bring endless musical possibilities to forward-thinking players. Crafted in Japan with pro-quality details and components, the instrument provides smooth playability and top-quality sound for any guitar style. And with the flip of a switch, players can engage a polyphonic BOSS synth engine to access a stunning range of analog-flavored sounds to launch their music into a new dimension.

The synth engine in the EURUS GS-1 delivers exceptional sonic quality and natural touch response realized through 40-plus years of BOSS guitar synthesizer development. The six onboard memories come filled with ready-to-play sounds, and there's a synth control knob for hands-on dynamic expression. Every synth sound seamlessly responds to normal guitar techniques, with no latency or triggering issues to disturb the musical flow.



Using the free GS-1 Editor app for iOS and Android mobile devices, players can fully customize synth sounds over Bluetooth. Many different synth types and variations are available for crafting sounds, along with tone, resonance, and other adjustable parameters. In addition, a range of target parameters can be assigned to the guitar's synth control knob, and favorite sound combinations can be saved for quick loading before performances.

The EURUS GS-1 features a stylish offset body design and a slim-profile, 24-fret neck with a compound radius fretboard for playing comfort. High-performance Gotoh hardware delivers smooth tremolo action and solid tuning stability with a two-point fulcrum bridge and staggered-height locking machine heads. Custom designed for the EURUS GS-1, the two humbucking pickups provide wide-range tone plus split-coil voicing at two stops of the five-way switch.



The newly released [EV-1-WL Wireless MIDI Expression Pedal](#) is a powerful creative partner for the EURUS GS-1, bringing cable-free external control to the synth engine via Bluetooth. With the GS-1 Editor, parameters such as pitch bend, hold, filter depth, and more can be assigned to the EV-1-WL's pedal, toe switch, and up to two external footswitches. Each sound can contain its own set of assignments, allowing players to perform octave bends on a synth lead, slow filter sweeps on a pad sound, and nearly anything else they can dream up.

### Availability & Pricing

The EURUS GS-1 Electronic Guitar will be available in the U.S. in October 2021 for \$2,199.99.

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

To learn more, visit [www.boss.info](http://www.boss.info).

*\*Price at the time of publishing.*

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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](http://Boss.info).

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