### 

**FOR IMMEDIATE RELEASE**

Press Contact: Company Contact:

Leslie Buttonow Rebecca Eaddy

Account Manager Marketing Communications Mgr.

Clyne Media, Inc. Roland Corporation U.S.

(615) 662-1616 (323) 890-3718

[Leslie@clynemedia.com](mailto:Leslie@clynemedia.com) [Rebecca.Eaddy@roland.com](mailto:Rebecca.Eaddy@roland.com)

## **BOSS EXHIBITS THE DR-01S RHYTHM PARTNER**

## *Organic Rhythm Accompaniments for Unplugged Acoustic Musicians*

**CES, Las Vegas, NV, January 8, 2018** — BOSS (LVCC Central Hall, Booth #17544) is exhibiting the DR-01S Rhythm Partner, a fun instrument that provides percussion backing for acoustic guitarists and other acoustic musicians. The DR-01S features a powerful integrated sound system, and comes equipped with ready-to-play rhythm patterns that complement unplugged acoustic instruments. Compact, battery-powered, and simple to use, the go-anywhere DR-01S makes playing acoustic music even more enjoyable and inspiring.

Unlike other rhythm machines that are designed for electronic and pop music applications, the [DR-01S](https://www.boss.info/us/products/dr-01s/) is a unique product specifically designed for acoustic music. Backed by decades of percussion development by BOSS and Roland, the DR-01S contains a wide variety of organic acoustic sounds derived from high-end products.

Via an intuitive interface, DR-01S users can access simple patterns and variations that are optimized for acoustic music styles. It’s also possible to add or subtract instruments – for example, shaker, tambourine, bongos, congas and more – on the fly. Dedicated buttons are on hand to quickly adjust volume and tempo, and to add a count-in before the accompaniment starts. The DR-01S also includes a standard metronome for basic music practice.

The DR-01S is equipped with a sophisticated audio system that produces big, full sound from a small footprint. An Aux In jack allows users to play backing music from a smartphone or other device, while a Line Out jack enables connection to a larger sound system. The DR-01S also supports optional footswitches for start/stop, tap tempo, and triggering sounds.

The BOSS DR-01S Rhythm Partner is now available at U.S. street $229.99.

To learn more about the DR-01S Rhythm Partner, visit [Boss.info](http://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* [*Boss.info*](http://www.Boss.info)*.*

*For high-resolution images of these products, please visit our* [*press and dealer resources center*](https://www.boss.info/us/support/product_images/) *and visit* [*here for embeddable videos*](https://www.youtube.com/user/BOSSchannel)*.*