

Roland Press Release

Product: GO:MIXER PRO and Virtual Stage Camera App

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ROLAND ANNOUNCES GO:MIXER PRO SMARTPHONE AUDIO MIXER AND VIRTUAL STAGE CAMERA APP

A Complete Solution for Creating Engaging Music Videos with Smartphones



Hamamatsu, Japan, July 17, 2018 — Roland announces the GO:MIXER PRO smartphone audio mixer and Virtual Stage Camera app, two powerful new tools for content creators who share videos on YouTube and other social media platforms. Convenient and simple to use, GO:MIXER PRO and Virtual Stage Camera offer an integrated hardware and app solution that makes it easy for users to create engaging, high-quality video content with a smartphone, helping them increase views and attract more followers.

A modern smartphone is great at capturing video, but its built-in microphone simply doesn't provide the sound quality and control needed to create polished content that stands out from the crowd. Roland's GO:MIXER PRO is the ultimate hardware audio device for smartphone content creators, combining multi-channel mixing, sound monitoring, and more in one affordable, palm-sized device.

GO:MIXER PRO allows creators to connect and mix up to nine audio sources at once, including pro-quality powered microphones, guitar/bass, and line-level gear like keyboards and drum machines. Dedicated controls provide easy volume adjustment, and the resulting stereo digital audio output is sent straight to the user's smartphone for capturing in a video or audio app. Ready to use out of the box, GO:MIXER PRO can be powered by the smartphone connection or via four AAA-size batteries to conserve the mobile device's battery.

A headphones output with level control is also provided for monitoring the mix and listening to backing audio from the smartphone while performing. If desired, the user can route this backing audio to the capture app along with the live audio inputs via a dedicated Loop Back panel switch. A Center Cancel function is available as well, enabling users to create karaoke-style tracks on the fly. And when it's not being used to capture content on a mobile device, GO:MIXER PRO doubles as a standalone battery-powered mixer for practice and on-the-go performing.

The new Virtual Stage Camera App is the ideal partner for GO:MIXER PRO, allowing users to quickly create fun and attractive videos that look like they were done with more sophisticated video equipment. This free app removes the background from a performance video in real time and replaces it with movie footage or stills stored on the smartphone. This lets a creator appear as if they're performing in any location, such as a famous concert venue, an international destination, or even outer space! Virtual Stage Camera can also instantly produce a blue/green screen background in a video for later manipulation in a video editing app like Apple's iMovie.

GO:MIXER PRO also works seamlessly with Roland's 4XCAMERA, a free video app that makes it easy to create split-screen music performance videos. Projects can be shared online among 4XCAMERA users, enabling collaborations with other musicians in any location.

Virtual Stage Camera and 4XCAMERA are compatible with iOS mobile devices from Apple, and are available as free downloads from the App Store. Extended functionality is available in each app by plugging in a GO:MIXER PRO or making a small in-app purchase.

To learn more about GO:MIXER PRO, Virtual Stage Camera, and 4XCAMERA, visit [GO:MIXER PRO](#)

For further information or review units please contact: Gaynor.Griffiths@roland.com

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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 <http://www.roland.com> or see your local Roland dealer.