



Professional A/V

Press Release

FOR IMMEDIATE RELEASE

## Roland to Offer Free Content Creation Toolkit with V-60HD Video Switcher

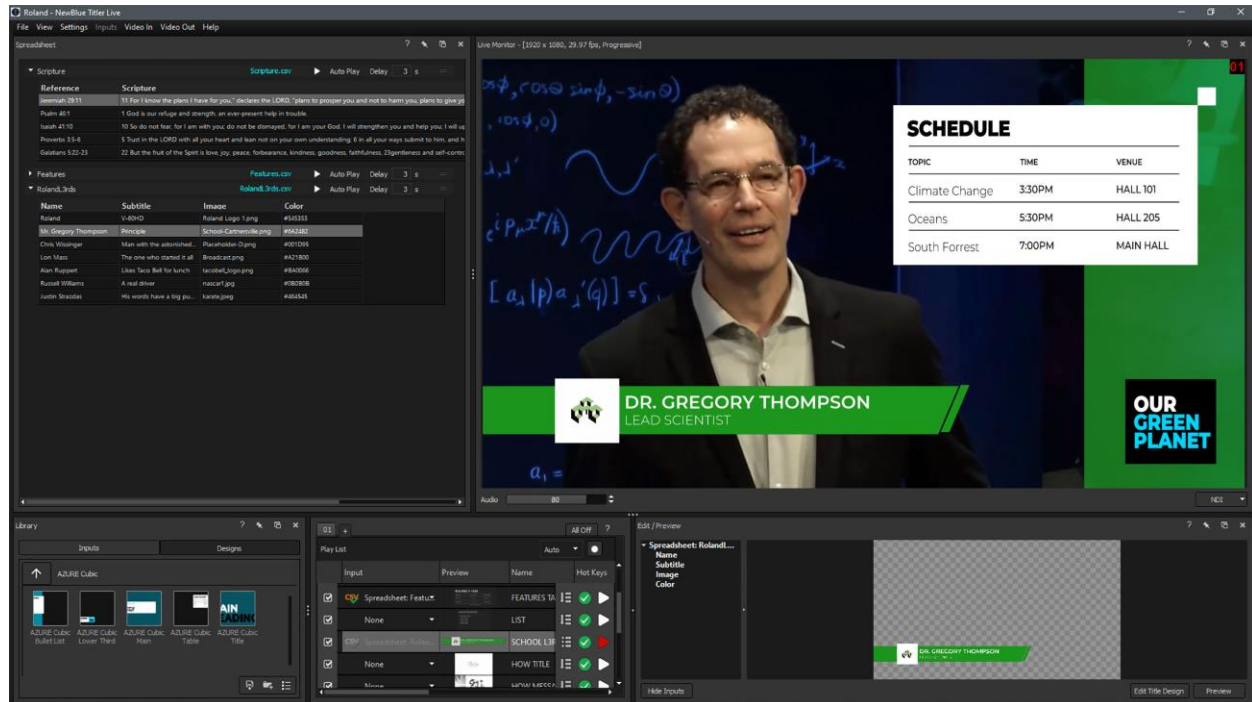


*NewBlue software bundle adds \$449 value and time-saving  
graphics and titling benefits*

**Los Angeles, CA, November 6, 2019** — Roland, a leading manufacturer of professional audio, video and electronic musical instrument gear, today announced it has partnered with award-winning video editing solutions provider NewBlue, Inc. to offer a content creation toolkit with the Roland V-60HD HD Video Switcher. The **Roland V-60HD NewBlue** bundle adds a \$449 value to Roland's popular HD video switcher along with time-saving graphics and titling benefits. As a limited time offer, the V-60HD NewBlue bundle is stocked and ready to purchase in the U.S. through authorized reseller, distributor and dealer channels now through December 31, 2019.

Roland's NewBlue toolkit bundle features the [NewBlue Title Live 4 Present](#) software, designed to streamline production workflows and cut post-production time with features and pre-made templates that quickly prepare and queue lower thirds, crawls and more by connecting Excel spread sheets, CSV files, RSS feeds, clocks and more. The [Roland V-60HD HD Video Switcher](#) offers a sophisticated feature set perfectly suited for live event production as well as broadcast, recording and streaming. The V-60HD supports SDI camera inputs plus scaled HDMI inputs for data, computer, tablet and other video sources via a variety of video

connections, plus a Program and independent AUX bus for confidence/presenter note monitoring, downstage monitoring or side screens.



Live event production and rental companies looking to expand their business can leverage the V-60HD NewBlue bundle to deliver new creative content services. These companies can easily increase revenue by adding graphics to video or through upgrades to rental packages. Custom graphics are simple when using the V-60HD and NewBlue together, which makes increasing the production value of video content quick and seamless. Producers will also save time by using the bundle's graphic files within both the live environment and the Avid post-production suite.

"We're thrilled to offer an innovative graphics solution to help our live event customers win more business, make content look better and reduce time spent in an editing suite," added Chris Wissinger, global strategic product marketing manager, Roland Professional A/V. "We're delighted to be working together with NewBlue and looking forward to hearing about how our customers are leveraging the V-60HD NewBlue's bundle's exceptional value to not only work smarter and faster but to markedly grow their businesses in the process."

To learn more, please visit <https://proav.roland.com/newbluefx/>.

Click [here](#) for full V-60HD NewBlue Bundle press kit.

## About NewBlue, Inc.

*Delivering innovative, production-proven video effects, transitions and titling technologies since 2006, NewBlue, Inc. provides video editing solutions to filmmakers and live broadcast professionals worldwide. The company's product line features an extensive product portfolio of video effects, transitions, titling, and on-air graphics solutions which integrate directly with professional video software and hardware solutions from partners including Adobe, Avid, Blackmagic, Broadcast Pix, EVS, Grass Valley, MAGIX, NewTek, Roland, and Telestream. NewBlue is a privately-held company headquartered in San Diego, California. To learn more about NewBlue, please visit <https://www.newbluefx.com/>.*

**About Roland Professional A/V**

*Roland's Professional A/V division is dedicated to providing solutions in support of video and audio professionals demanding excellence in both performance and functionality. Through the development and support of video and audio products, Roland Pro A/V endeavors to improve workflow and maximize creative possibilities in a variety of markets including live event production, live streaming, education, corporate meetings, worship, videography and gaming. Roland Pro A/V is headquartered in Los Angeles, CA. For more information, please visit: <http://proav.roland.com>.*

**Company Contact:**

Rebecca Eaddy  
Global PR/Media Relations Manager  
Roland Corporation  
+1 (323) 890-3718  
[rebecca.eaddy@roland.com](mailto:rebecca.eaddy@roland.com)