



Professional A/V

Press Release

FOR IMMEDIATE RELEASE

Roland Showcases V-600UHD Ver.2.0 Update Featuring New “Automatic ROI” Facial Recognition Camera Workflow During InfoComm Connected



Roland's technical collaboration with Canon will support powerful new automated production tools for professional video

InfoComm Connected, Los Angeles, California, June 16, 2020 — Roland, a leading manufacturer of professional audio, video and electronic musical instrument gear, is showcasing the forthcoming V-600UHD Ver.2.0 update during InfoComm Connected 2020. Roland's technical collaboration with Canon, the world-renowned digital imaging solutions leader, will support the Ver.2.0 update for Roland's highly acclaimed [V-600UHD 4K Multi-format Video Switcher](#).

The free V-600UHD Ver.2.00 update adds "Automatic ROI," the new technology-assisted camera workflow that blends robust facial recognition technology with Roland's powerful ROI "Region Of Interest" tool. LAN-based PTZ camera control is also included as part of the Ver.2.0 update.

"Automatic ROI" marks the beginning of a new technical collaboration between Roland and Canon, lending technology-assisted workflow enhancements to several of Canon's leading digital cameras and camcorders including the Canon [XF405](#) / [XF400](#) Professional Camcorders. The V-600's Region Of Interest windows automatically finds and follows two people within the scene aiding in single operator productions. Ver.2.0 update allows the V-600UHD's Automatic ROI to work seamlessly with the camcorder face-tracking autofocus of these Canon camcorders when using specific firmware, settings, and HDMI and CAT LAN cable.

The Roland V-600UHD adds value to many different production scenarios by letting users transition to 4K workflows as demand and budgets allow, one input at a time. Scaling is also provided on every input with Roland's Ultra Scaler technology, making it possible to use Full HD and 4K sources simultaneously while outputting at multiple resolutions. The high pixel density of 4K camera sources can be leveraged in Full HD workflows as well, for problem-free, visually-impressive productions.



The Roland V-600UHD Ver.2.0 update will be available July 2020.

To learn more about the V-600UHD Ver.2.0 update and Roland's technical collaboration with Canon, please visit proav.roland.com/global/.

Full press kit with hi-res images and more are available [here](#).

About Roland Professional A/V

Roland's professional A/V division, dedicated to providing solutions in support of video and audio professionals, demands 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. For more information, please visit proav.roland.com/global/.

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