

Press Release: Now Shipping

Roland VR-3
AV Mixer

For Immediate Release
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Roland Systems Group Announces VR-3 AV Mixer Now Shipping

Bellingham, WA - Roland Systems Group is pleased to announce the immediate availability of the Roland VR-3 AV Mixer through its network of authorized resellers and integrators.

The Roland VR-3 is a fully integrated audio mixer, video switcher for live production and web streaming. This unique product combines the power of Roland's audio and video technology into one unit and expands the growing lineup of AV Mixers and streaming-ready solutions from Roland.

The VR-3 is extremely portable weighing less than five pounds. It can be powered by the provided power supply or by external battery options like Sanyo's Pedal Juice®. Its intuitive touch screen interface provides an easy way to switch video sources as well as an efficient way to access menus. This portable live production solution is ideal for schools, churches, council meetings, corporate events, sports, memorial services, or production live to web.

Typical live events today, whether large or small, all require a wide variety of equipment in order to produce. There are audio inputs from microphones to an audio mixer; video sources to a video mixer, computer inputs, video preview monitors, recording the event in some form, and also streaming it live online. Similar to the popular Roland VR-5, the VR-3's "all-in-one" design greatly simplifies production and streaming of live events. The VR-3's innovative design incorporates a video switcher, audio mixer, preview monitors and streaming-ready USB output all in a single unit. As a USB Video/Audio class device, web streaming is effortless by simply connecting to a computer running a live streaming service such as USTREAM, Livestream, Stickam, Justin.tv, worshipstream.com, websharelive.com, and many more streaming services. The reduction in hardware equipment, setup time and connection complexity ensures a worry-free, easy to use solution for any event.

For complete product details, photos and specifications:
www.rolandsystemsgroup.com/vr3

Roland Systems Group U.S. (RSG) supplies the commercial and performance audio/video industries with application specific equipment from the ROLAND audio and video product lines. These product lines address applications for houses of worship, studios, clubs/casinos, theaters/performing arts centers, production houses and rental and staging companies. Roland Systems Group U.S is headquartered in Bellingham, Washington. RSG is a member of the worldwide group of Roland companies. For more information, visit www.rolandsystemsgroup.com or call 800.380.2580.

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