

For Release: November 4<sup>th</sup>, 2014  
Media Contact  
Rob Read  
Marketing Communications Manager  
Phone: 360-746-2650

**Roland and Waves Partner on SoundGrid Option for the  
New M-5000 Live Mixing Console**

**Los Angeles, CA.** – Roland, a leading manufacturer of Pro A/V products, is pleased to announce a joint partnership with Waves in the development of a SoundGrid expansion card for the new Roland M-5000 Live Mixing Console.

SoundGrid® is a digital Audio-over-Ethernet networking and real-time processing solutions for live, broadcast and music production facilities using SoundGrid technology to deliver uncompressed, multi-channel, low-latency digital audio over Ethernet networks. It provides a low-latency environment for high-precision audio processing. Together with a server, a Mac or PC host computer, SoundGrid and Waves MultiRack enables the user to run, in real time, a multitude of award-winning reverbs, equalizers, compressors, and other tools by Waves, as well as any other SoundGrid-compatible third-party plugins and, enables FOH engineers to record and do virtual sound checks.

SoundGrid audio networking is perfect for logistically complex events such as awards shows, music festivals, sporting events and houses of worship which often require real-time communication between multiple stages, consoles, broadcast vans and studios, as well as processing and recording computers.

“We are very happy to be able to offer our users the power of Waves effects in a live setting,” explains Roland Corporation U.S vice president, John Broadhead. “Waves has a tremendous track record in the studio and we are thrilled that engineers using our new console will be able to use all those same tools live as well as the additional power of SoundGrid networking – an ideal situation.”

The Roland M-5000 Live Mixing Console sits on a new platform called O.H.R.C.A. This represents “Open”, “High Resolution”, and “Configurable Architecture” by delivering freely definable audio paths, supporting multiple audio formats protocols, plus pristine 96 kHz sound quality throughout the system. The M-5000’s internal mix architecture is not fixed and can be freely defined for mixing channels, AUXs, Matrices, subgroup buses, mix-minus buses within a range of up to 128 audio paths allowing the user to create a console structure to suit the needs of the application.

Mick Olesh, Waves EVP Sales & Marketing, stated “Waves is pleased that live engineers working on the Roland M-5000 can now utilize Waves MultiRack and the SoundGrid platform, making it easier than ever to bring Waves studio-quality audio processing to the stage.”

The Roland M-5000 Live Mixing Console will be available Q1 2015 with the SoundGrid optional card available in the summer.

***About Roland Pro A/V:***

Roland’s Pro A/V division (aka Roland Systems Group) supplies the commercial and performance audio/video industries with application specific equipment from Roland professional 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 Corporation U.S is located in Los Angeles, CA, and is a member of the worldwide group of Roland companies. More information can be found at [www.rolandsystemsgroup.com](http://www.rolandsystemsgroup.com)

***About Waves Ltd.:***

From its start in the early '90s with the introduction of the Q10 equalizer plugin, Waves, a leading provider of audio DSP solutions for professional, broadcast, and consumer electronics audio markets, has gone on to develop a comprehensive line of over 100 audio plugins including industry standards like the L1 and L2 Ultramaximizers, popular vintage console models, and innovative mixing tools like Vocal Rider and the Artist Signature Series. For its accomplishments, in 2011 Waves received a Technical GRAMMY, and the Q10 was selected as an inductee into the TECnology Hall of Fame. Waves technologies are now used to improve sound quality in virtually every sector of the audio market, from recording, mixing, mastering and post production to broadcast, live sound, and consumer electronics. Waves has over 15 years of expertise in the development of psycho-acoustic signal processing algorithms that leverage knowledge on the human perception of hearing to radically improve perceived sound quality. Waves’ award-winning processors are utilized to improve sound quality in the creation of hit records, major motion pictures, and popular video games worldwide. Waves offers computer software solutions, as well as hardware-plus-software solutions, for the professional and broadcast markets. Under its Maxx brand, Waves offers semiconductor and licensable algorithms for consumer electronics applications. Waves’ Maxx technologies dramatically enhance audio performance and are used by industry leaders such as Sony, Sanyo, JVC, Toshiba, and many others. For more information, visit the Waves web site at <http://www.waves.com>.