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## FOR IMMEDIATE RELEASE

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## **ROLAND REVEALS BA-330 PORTABLE DIGITAL PA SYSTEM** *High-Efficiency BA-330 Includes Latest in Anti-Feedback Technology*

**Los Angeles, CA, September 1, 2009** — Roland Corporation U.S. is pleased to announce the [BA-330 Portable Digital PA System](#). Using Roland's superior battery technology, the BA-330 is the all-in-one portable PA solution for music venues, worship events, conferences, seminars, business meetings, and much more.

The BA-330 has a four-channel configuration, with two channels dedicated for microphones or instruments, and two other channels for standard 1/4" stereo inputs. Each channel has its own independent tone adjustment and effects switching for built-in effects, such as EQ, reverb, delay and widening. A Stereo Link function allows for a pair of BA-330s to work in tandem to provide an extra-wide stereo spread.

Powered by a high performance digital stereo amplifier, the BA-330 features four custom-designed 6.5" stereo speakers and two tweeters, positioned for wide stereo dispersion. While the built-in tilt-back stand enables the unit to be angled up for better sound monitoring, the BA-330 also can easily be mounted on a speaker stand.

The Roland BA-330 PA System features a unique Intelligent Anti-Feedback function previously unavailable in self-contained portable PA systems. During use, the BA-330 can automatically detect potential feedback possibilities and eliminate it immediately. This is a huge advantage over manually adjusting volume levels, as it allows performers to place the PA system behind them and easily hear themselves without experiencing feedback.

Designed to deliver high-quality stereo sound for audiences of up to 80 people, the BA-330 can run on standard AC Power or eight AA Alkaline or Ni-MH rechargeable batteries. The switchable output power allows the user to switch between the maximum power and the energy-saving Eco modes to preserve battery life. The BA-330 is also amazingly efficient, delivering a sound pressure level of 109 dB, comparable to much larger mid-range sound systems.

The BA-330 will be available in November 2009 with an MSRP of \$829.50.

### **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 over 35 years of musical instrument development, Roland sets the standard in music technology for the world to follow. For more information, visit <http://www.RolandUS.com>.*

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