

## ROADIE 2 LAUNCHED OCTOBER 2017

**ROADIE 2: The most crowd funded music accessory in history!**



*Place it on the peg and it will automatically tune your guitar in seconds!*

View the promo video for the new **Roadie 2**:

<https://www.youtube.com/watch?v=jU1KClujKLE>

**October 31st, 2017 (Seattle, WA)** — Band Industries Inc. has launched Roadie 2 in October 2017 after the successful overfunding of their [Kickstarter](#) campaign last spring. With the help of over 4700 backers, they raised more than \$500k and officially became the highest earning music accessory on any crowd-funding platform. With the original goal of \$50,000 met within 12 hours of launch, it was clear Roadie 2 had momentum. Now with the final pledge counted, all three stretch goals met and more than 16 rock stars pledging their support, this campaign was definitely one to remember.

“We are thrilled but not surprised at the reaction to the next generation of this amazing device. It is a game changer for guitar and bass players and with this version -Roadie 2- we know that the product is a viable and important step forward”, says co-founder Hassane Slaibi.

Writers from music & tech blogs such as, Guitar World, Engadget, Digital Trends, and many more are calling this product what it is: “a game-changer” (Engadget). Musicians and techs from across

the industry see value in Roadie 2 and this can be clearly seen in the campaign video and updates. Drowning Pool, Tim McGraw Band, Queen, Grand Funk Railroad, the list goes on and these folks all love Roadie!

Roadie 2 is available for mass market and can be ordered from [roadietuner.com](http://roadietuner.com).

### **About Roadie 2**

Beginner guitarists are almost always frustrated with not knowing how to tune their guitar. Meanwhile, touring musicians spend vital minutes during sets to manually switch their instrument from one complicated tuning to the next. No matter your experience level, tuning can be a chore and take time away from playing.

When put on any of the pegs, it analyzes the vibrations from a plucked guitar string to know its current pitch. Then, its motor rotates the peg until it's perfectly tuned. It takes just 30 seconds to tune an entire guitar into any alternate tuning you choose. This process can be easily duplicated to offer musicians of all experience levels the best sound their instrument can produce.

"I think the concept is fantastic," says Spike Edney, who played guitar live with Queen. "You don't know how bloody difficult it is to keep a twelve string in tune. As far as I'm concerned, this is a major leap forward." Edney joins many well-known musicians who have testified to Roadie's powerful capabilities.

With a brand new OLED screen and knob interface, Roadie 2 is now simpler and easier to use. The compact design and powerful hardware can tune electric, acoustic, classical, and steel guitars, 7 and 12-string guitars, ukuleles, mandolins and banjos. For bass guitarists, Band Industries is also announcing a bigger, more powerful version known as Roadie Bass.

Musicians with Roadie 2 can explore new tunings through the 20 presets or by creating custom tunings through the Roadie companion app. The app can also store profiles for all your instruments and help refine your tuning options between each one.

It also keeps track of tuning stats and each string's quality to notify you when it's time to change them out. When that time comes, Roadie 2's motor can even help you restring your instrument with an automatic winding feature boasting a 60-RPM rotation speed.

Built with a 380:1 gear ratio motor, the lightweight, pocket-sized device is strong enough to turn even rusty pegs while the motor's micro movements ensure excellent precision. A lithium battery powers Roadie and can be recharged via USB-C.

Roadie 2 has a detection range of A1 (55Hz) – A5 (880Hz) along with a detection accuracy of less than  $\pm 1$  cent. Roadie Bass detects from A0 (27.5Hz) to A5 (880Hz). The tuning accuracy of both is estimated to be  $\pm 2$  cents. With Roadie's new vibration detection, users can achieve the same quality of tuning even in noisy environments such as a concert hall.

The original Roadie Tuner saw major success when it tripled its funding goal on Kickstarter in 2013. It has since won numerous awards and helped tune over 2 million strings. Now, Roadie 2 expands

on everything the first Roadie started by adding vibrational tuning detection and haptic feedback among other new features. It gives users more freedom, offering the perfect tune without the need of a smartphone.

Band Industries will deliver worldwide and customers get a 30-day money back guarantee as well as a 1-year warranty for all Roadies. For more information, visit their [website](#).

**The creators of the device are available for demos, interviews and inquiries**

**Contact: Sam Force**

**sam@bandindustries.com**

**+1 360 531 2265**

###

### **About Band Industries**

Band Industries is dedicated to building the next generation musician's toolkit. The company was founded by Hassane Slaibi and Bassam Jalgha and has offices in both Seattle and Beirut. Slaibi and Jalgha decided to combine their passions for music and tech by developing the company's first product, the Roadie Tuner, in 2013. It garnered worldwide attention and accolades, including the TechCrunch Disrupt 2014 Audience Choice Award. The company is now reaching their next milestone with Roadie 2 and continues to enrich the lives of musicians through tech.