

## Roland Buys V-Moda

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Audio gear maker Roland buys a 70% stake in headphone manufacturer V-Moda, a move described by the two companies as "a brand new partnership" with plans to "develop the next breakthrough music products."



Post-acquisition V-Moda founder Val Kolton will retain the rest of the company and his post as CEO. He will also act as a product design consultant for the Roland dance, DJ and electronic music division. V-Moda will also continue running as an independent company, if one leveraging on its new owner for further expansion and engineering resources.

Kolton is actually no stranger to Roland, having collaborated with the company on an AIRA-branded version of the V-Moda M-100 headphones.

"V-Moda revolutionized headphones and has pushed the envelope of personalisation," Roland says. "Their Milano design, material research and professional DJ roots along with their loyal customers are incredible assets for Roland."

The acquisition announcement comes on an important day for Roland-- [808 Day](#) , the birthday of the iconic TR-808 drum machine.

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