You've been HIRED by Boss! What now?

by **DB Cooper** » 29 Dec 2011, 15:37

OK - you've just recently been hired by Roland/Boss as the new **Pedal Effects Development Czar**. You've been given *complete charge* of the pedal effects division of Boss. Your job is to do what you feel is BEST to move the company forward and remain competitive in a difficult global economy. What will you do? How will the line-up change? What will be developed? Anything brought back? Anything dropped? Do tell...

DB Cooper

Re: You've been HIRED! What now?

by **nathanscribe** » 29 Dec 2011, 15:50

One thing that strikes me about the historical line-up from Boss is the profusion of dirt pedals. That may be true of other manufacturers too, but it seems like most of their pedals at any one time are variations the same theme. There are occasional forays into other territory, like the ramp modes on the PH-3, or the RE-20, but for me there's not enough like that to keep me wanting to buy Boss. I think the only thing I'm interested in at the moment (new, anyway) is the LS-2. I also think some more twin pedals would be good, with greater flexibility and perhaps some genuine analogue guts - or at least, pushing the boundaries of what their current digital models do, rather than following the COSM modelling of almost anything, even what can be achieved relatively simply with analogue parts. Do we *really* want or need a modelled version of an analogue distortion?

I also dislike any cheesy crud slapped on for fancy's sake - the horrid lights on the RE-20 and RT-20 for example. Ugh. Up there with bright blue LEDs for hate.

My 2p.

nathanscribe

Re: You've been HIRED! What now?

by **mansun** » 29 Dec 2011, 16:44

Not exactly a revival, but a line of basic analogue pedals would be nice: chorus, delay, distortion, OD... I think it can be done, can be done WELL and not too expensive.

mansun

Re: You've been HIRED by Boss! What now?

by **Frogstomp89** » 29 Dec 2011, 19:29

vintage japan line up

Frogstomp89

Re: You've been HIRED by Boss! What now?

by **Zerksies** » 29 Dec 2011, 22:23

I would do a hand wired line with upgraded components. With a special paint job

Zerksies

Re: You've been HIRED by Boss! What now?

by **ChristoMephisto** » 30 Dec 2011, 00:52

It would cost alot to make the analogue models,
the pick n place machines are old and obsolete,
or you could hire ppl to hand insert each comp

ChristoMephisto

Re: You've been HIRED by Boss! What now?

by **Dirk** » 30 Dec 2011, 11:00

With ideas like that, I reckon you'd be fired within a month.

Dirk

Re: You've been HIRED by Boss! What now?

by **natthu** » 30 Dec 2011, 12:33

I would have to say that I don't think I'd change the current direction at all. It seems to be working for Boss, so why change it?

As a user of effects there are a few things I would absolutely love to see Boss develop, but from a business point of view none of them would make sense (ie analogue gear)...
Boss' target market is the masses of guitarists who are just looking for an inexpensive and reliable effect. Most of these guys (and gals) would have very little concern over weather a pedal was analogue or COSM... and would probably have no idea what that whole argument was about anyway. The point is, they buy a Boss, it does what they want it to.

Yes, Boss should continue to try and make inovative designs or alter the effects they have to update them. If Boss had the same product line as they did in the late 70s they wouldn't sell anywhere near as many units. Sure, *we* would all love it, but we aren't the masses, we are a very tiny portion of the market. Many of us here deal primarily in second hand gear, which really doesn't help Boss much.

So as the newly appointed Pedal Effects Development Czar, I would say "MORE COSM!!!" As a pedal user I would roll my eyes and sigh at myself.

natthu

Re: You've been HIRED by Boss! What now?

by **Franzoni** » 30 Dec 2011, 13:27

Have to agree with this....

Back when i was starting out Boss gear was seen as pro level stuff ...stuff to be gassed over and always slightly out of reach pricewise and used by the big boys...i remember going to see a local band in the 80's called Cactus World News dremember being stunned to see the guitarist had a huge boss pedalboard...i had never seen so many boss pedals in one rig before.... :o ...now it's affordable and as Natthu pointed out seen for the most part as entry level stuff to a point as the boutique end of the market has become huge for the more discerning player.....look at what TC,Line 6 and Eventide are bringing out not to mention the like of our own Dingotone people on this forum.... 🍺 🙂 🍺 🙂

Franzoni

Re: You've been HIRED by Boss! What now?

by **natthu** » 30 Dec 2011, 13:53

> *Franzoni wrote:*
> *...the boutique end of the market has become huge for the more discerning player.....*

I'm not certain as I wasn't really paying attention to this stuff back then, but think it might be the case that the effects market in general is a lot bigger than back in the day. There are so many boutique brands now, but there are also brands like Behringer who are attacking the other end of the market. Like Franz mentioned, previously higher end brands like TC are now also producing pedals to directly compete with Boss. Everyone is trying to get a piece of the pie now, because the pie is much bigger. I imagine that back in the 70s and 80s when Boss started there wasn't a lot of choices around if you wanted some effects. They would have been expensive - some of the early digital gear came out with prices that seem huge by today's standards, when you factor in the cost of things back then, some of the prices would have been astronomical. Add all this up and you get what Franz mentioned: it was unusual to see a guitarist with a large collection of effects. Now a days even your average teenage bedroom guitarist can afford a sizeable collection of effects if that's what they want.... which I think is fabulous. Even pub bands commonly use loads of gear these days, which is great because I love seeing what effects bands are using!

Maybe they will need to change their direction in the future, but at the moment I think Boss is poised to grab a fair portion of the effects pie (or at least as much as one company possibly can grab).

natthu

Re: You've been HIRED by Boss! What now?

by **Laurie** » 30 Dec 2011, 16:39

I would find a small manufacturer with a proven hand-assembly process and excellent quality (can you see where this is heading?)... I'd buy them for a truly vast sum of money then while maintaining the overall corporate direction run a separate parallel production line for hand-made pedals.

All joking aside, if it was me I actually would start up a second production line for low volume hand-made stuff. And with the Boss name, I wouldn't have to use price point as part of the marketing - I could charge enough that I wouldn't get fired...

Laurie

Re: You've been HIRED by Boss! What now?

by **natthu** » 30 Dec 2011, 17:41

> *Laurie wrote:*
> *...start up a second production line for low volume hand-made stuff....*

That's probably not such a bad idea. Everyone is diversifying to the point where many companies are encroaching on Boss' market... why not return the favour?

natthu

Re: You've been HIRED by Boss! What now?

by **sclitheroe** » 31 Dec 2011, 04:41

The pedals themselves are sound. I'd, like others have suggested, introduce a pro shop line that included options like true bypass, maybe tweakable BTO (build to order) component values (almost custom build, but with a choice of say three set component values - something that could still be put together by machines easily, so it's not astronomically expensive to do BTO). In the pro shop you'd also have high-end reissues of the vintage stuff I suppose.

Most importantly, MOST importantly, they need to update their somewhat conservative and dated image. Those video ads for the MXR Badass pedals (distortion and overdrive) are BADASS and really sell the product. Which is ironic, since they are essentially selling pro-shop versions of classic Boss circuits (in the case of the distortion anyways).

-Scott

sclitheroe

Re: You've been HIRED by Boss! What now?

by **strangekomet** » 31 Dec 2011, 11:00

i'd raid the boss vault and take one each of all discontinued pedals (for research and development purposes of course).

then i'd cash in on the collectors market by releasing special 'limited edition' pedals of some description.

i'd do the handwired analog thing, and cash in on the mij mojo by setting up the workshop in japan. for these i pedals i would design whole new housings so they're distinguishable from the low brow fare. with switchable buffered or true bypass.

bring back the toggle switches from the cs-1 and tw-1, and do a few more 2 or 3 knob pedals.

strangekomet

Re: You've been HIRED by Boss! What now?

by **Franzoni** » 31 Dec 2011, 13:49

> *Laurie wrote:*
> *I would find a small manufacturer with a proven hand-assembly process and excellent quality (can you see where this is heading?)... I'd buy them for a truly vast sum of money then while maintaining the overall corporate direction run a separate parallel production line for hand-made pedals.*
>
> *All joking aside, if it was me I actually would start up a second production line for low volume hand-made stuff. And with the Boss name, I wouldn't have to use price point as part of the marketing - I could charge enough that I wouldn't get fired...*

Sort of a Boss custom shop.....sounds good..... .....

Franzoni

Re: You've been HIRED by Boss! What now?

by **DB Cooper** » 31 Dec 2011, 15:18

Little do you all know, but my name is not actually DB Cooper - that's a pseudonym. While I cannot release my actual name at this time, I can tell you this: I am a high level representative of Roland/Boss, and I have been sent here to infiltrate your ranks, listen to your thoughts and ideas, and report back my findings to my superiors. In fact, recently I have been given the task of finding a new director for our Pedal Effects Product Development Department.

Several of you are in the running for this position. I cannot divulge at this time who the front-runners are, but there is no doubt our new director will come from this among forum's members. We have been watching you all for a long time, and we are impressed with your knowledge, passion, enthusiasm, and excitement about the Boss product line. It is, however, not too late to "toss your hat in the ring" on this thread and move to the top of our short list.

Regards.

DB Cooper

Re: You've been HIRED by Boss! What now?

by **Vim Fuego** » 02 Jan 2012, 21:01

I'd skip all the COSM crap - if we're gonna go down we're going down with pride!

Cheers

Vim Fuego

Re: You've been HIRED by Boss! What now?

by **Ricey** » 03 Jan 2012, 00:43

I think there is room in the market for a Boss "Custom Shop". It's working for Fender and Dunlop (MXR). Fender has their regular production stuff at different price points for the masses; e.g., Squire Indonesia, Squire China, Fender Mexico, USA Standard, Vintage USA Reissue, then they have the Custom Shop for people like us. The Boss Custom Shop could do Japan vintage Reissue stuff, as well modded versions or modern interpretations of vintage analog effects. They could also do signature lines. I'll bet people would buy a Satriani or Lynch signature DS-1. MXR has a signature Zack Wylde OD, but Zakk actually used a SD-1 on those classic Ozzy albums. Yngwie Malmsteem uses a Boss Chorus and Noise Gate-how about signature versions? The list is potentially endless. Lots of pros endorse/use Keeley, Wampler, and Analog Man modded Boss pedals. Why should Boss let those guys corner that market. Even MXR has gotten on board with ripping off Boss with their "Badass" Distortion and OD. I have heard that they are basically modded versions of the DS-1 and possible OD/SD-1.

Ricey

Re: You've been HIRED by Boss! What now?

by **Jeremy** » 03 Jan 2012, 02:59

I think there is a market (notwithstanding the merits of it) for "relic" pedals

Sansamp did it with their second re-issue of their original 1991 Sansamp (the "Classic 20" - for 20 years - the first re-issue from 10 years ago was the "Classic")

and there are a couple of "relic" style pedals I have seen from boutique manufactureres, but perhaps Boss should re-issue a set of classic "reliced" pedals

you could get your DS-1 in a 'Kurt Cobain relic', or a 'Joe Satriani relic'

you could get your GE-7 in a 'Dave Gilmour Relic' etc etc

Jeremy

Re: You've been HIRED by Boss! What now?

by **Jeremy** » 03 Jan 2012, 03:02

http://www.tech21nyc.com/products/sansamp/classic.html

Jeremy

Re: You've been HIRED by Boss! What now?

by **Right Foot** » 03 Jan 2012, 08:45

I'd have COSM models of every piece of Boss gear put into a very aesthetically pleasing software and sell it with a big midi/usb foot control board.

Right Foot

Re: You've been HIRED by Boss! What now?

by **Arpeggiator** » 03 Jan 2012, 18:10

That is a very nice idea! You're CEO now!

Arpeggiator

Re: You've been HIRED by Boss! What now?

by **jungleboy867** » 08 Jan 2012, 17:11

I would.....

-Make all of the Pedals True Hardwired Bypass
-Get Rid of the 9v Battery spot, I use adapters and think batteries are a waste of space
-Add in USB ports and make some software that gives updates on pedals

jungleboy867