

AdvancedJET Series Pure Print Performance Upgrade

Sales Guide Presentation
Roland DGA
Version 1.0

03/14/09

Free and Complete Upgrade for current AJ-740 & AJ-1000



**The Pure Print Performance Upgrade
powered by Roland Intelligent Pass
Control technology brings enhanced
image quality and speed to the
AdvancedJET series**

Pure Print Performance Upgrade customer benefits

- Free upgrade for AJ customers in US, Latin America, Canada
- Optimize the AJ printer capabilities for peak performance
- Increase print quality and productivity
- Protect their investment
- Maintain trouble-free operation
- Reduce risk of print head damage
- Ensure customer satisfaction

❖ **Components of the Pure Print Performance Upgrade:**

- Roland VersaWorks version 3.1.1
- AJ Firmware version 4.0
- Pure Print Performance Upgrade kit
 - Head Protection Plates
 - Roland Intelligent Pass Control sticker
 - Upgrade DVD

Pure Print Performance Upgrade Kit



Contents:

- 2 Print Head Protection Plates
- 1 Roland Intelligent Pass Control Sticker
- 1 Center Mark Sticker
- 1 Protection Plate shim
- Pure Print Performance Upgrade DVD

Package is at no cost to dealer or customer

Part # RDGA-AJUPG-K

AJ-1000/740 Upgrade Kit

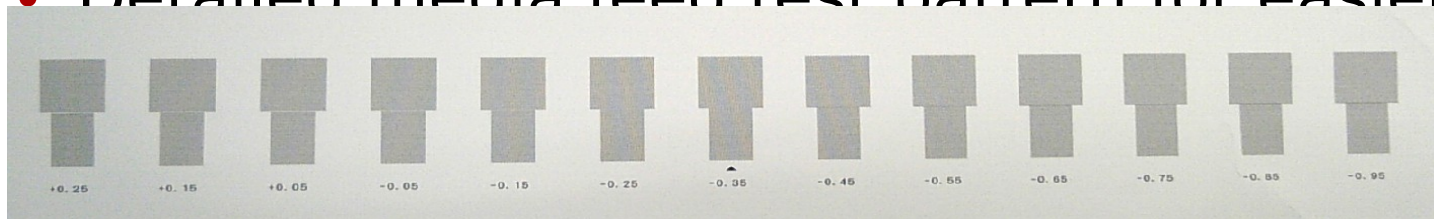
Free and Complete Upgrade for Existing AJ-740/ AJ-1000 users **Roland VersaWorks 3.1.1**

- Roland Intelligent Pass Control
 - Increased Productivity
 - Improved Print Quality



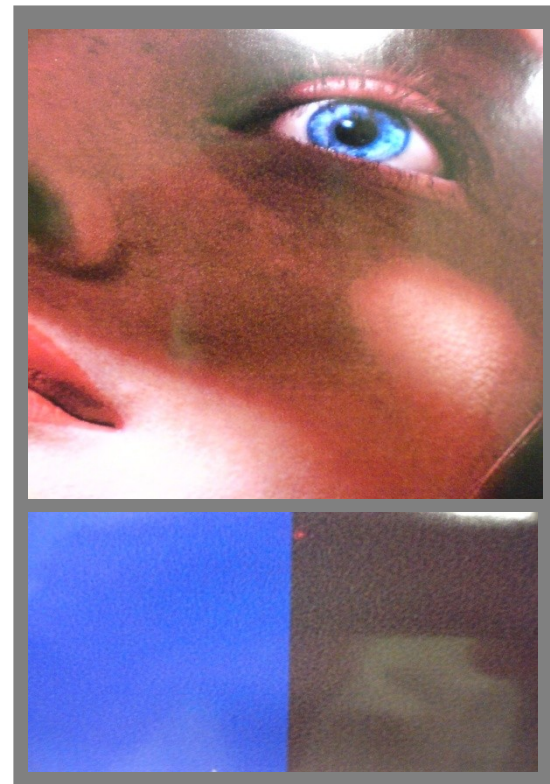
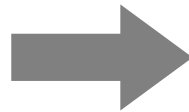
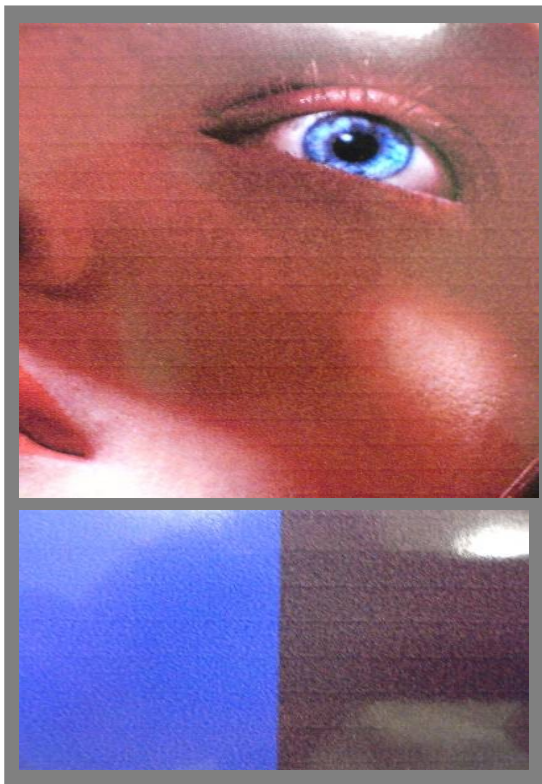
❖ **AJ Printer Firmware 4.0**

- Adjust media feed calibration on-the-fly while printing
- Detailed media feed test pattern for easier

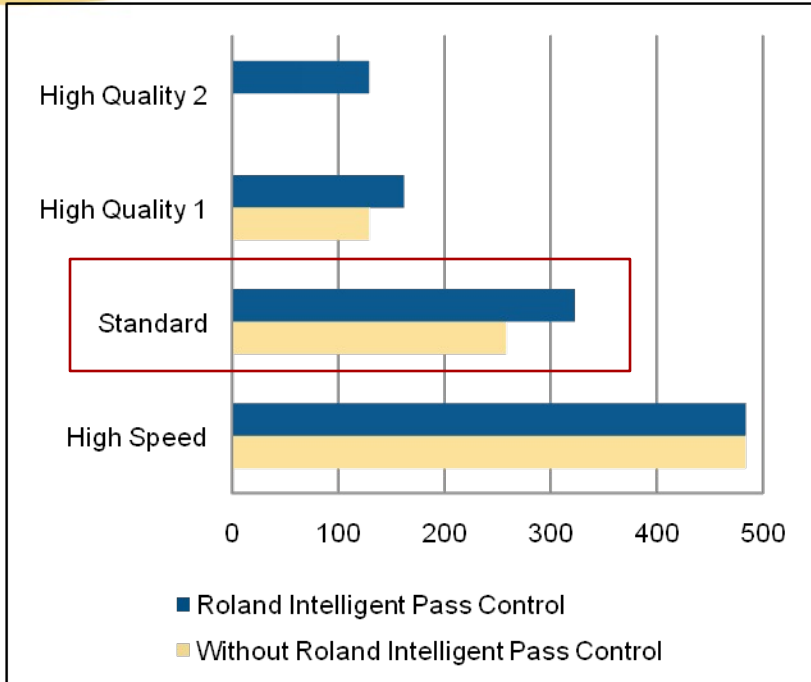


❖ Roland Intelligent Pass Control

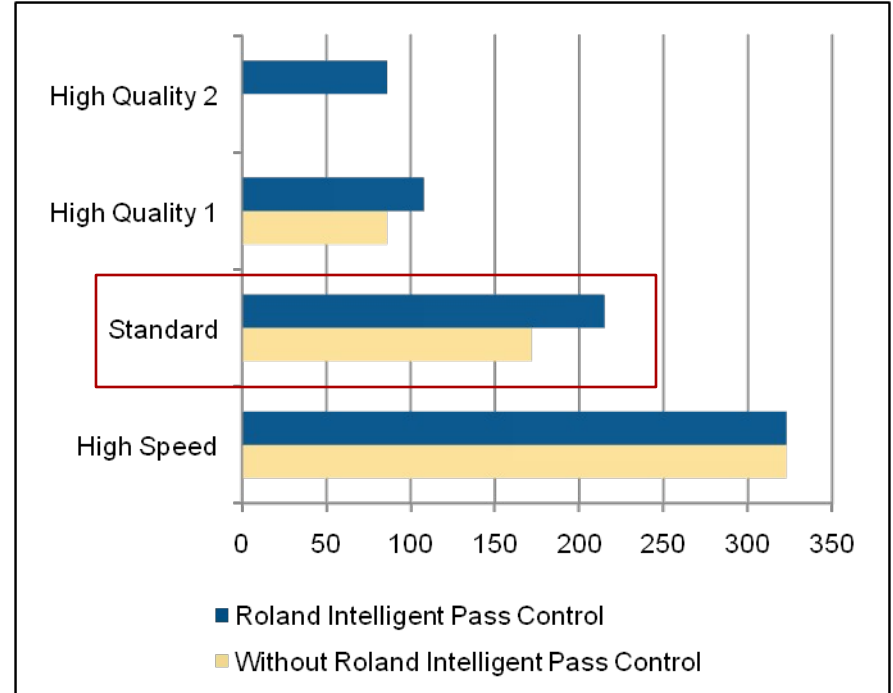
- Improved print quality in all modes especially high-speed
- Smoother gradations and flawless solid color with virtually no banding



Increased Productivity



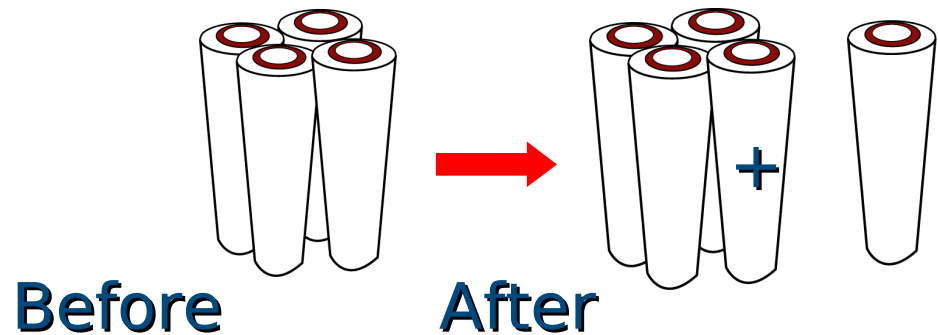
Banner (Bi-direction)



Banner (Uni-direction)

❖ Standard mode: 25% faster

- Printing Time = 24 hours
- 98" x 164' length banner
- 25% increase in output: 1 entire roll



Roland VersaWorks & AJ Firmware

❖ How can Roland dealers obtain the updates?

- The Roland VersaWorks and Firmware will be posted on the Roland Dealer Services website (RnetPro) and included in the AJ Pure Print Performance Upgrade Kit.

❖ How can AdvancedJET owners receive the update?

- By service technician at customers' site

Please note that the standard VersaWorks 3.1.1 which will be updated on Roland @ NET on Feb.5th does not

Roland VersaWorks update

When updating Roland VersaWorks to latest Version 3.1.1, the new Roland Intelligent Pass Control supported profiles will be added on top of the existing Non-RIPC profiles.

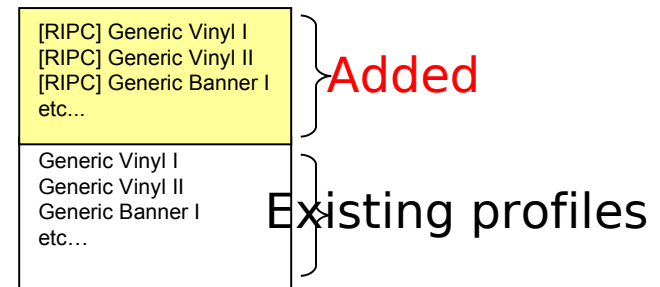


Upgrad
→



Version 3.0x and earlier

Version 3.1.1



Contact AJ Owners about the Upgrade Program

- ❖ **Dealers should contact their AJ customers starting Feb 5th to inform about the Pure Print Performance Upgrade program**

Note: AJ customers who use the “Auto version update” feature in VersaWorks may possibly download and install the latest version without being aware of the Pure Print Performance Upgrade program, but will not have the firmware update or Roland Intelligent Pass Control Profiles

- ❖ **Service technician will visit each AJ customer after receiving the Pure Print Performance Upgrade kit**

Customer Feedback about Upgrade Program

- ❖ **After upgrading current AJ owners, please provide customer feedback to your Roland Regional Sales Manager**
- ❖ **Your responses and information will help direct future upgrades and features**

Pure Print Performance Upgrade Procedure

- ❖ **Verify Roland VersaWorks 3.0 is currently being used or update from 2.x to 3.02**
- ❖ **Update Roland VersaWorks to the latest version: 3.1.1**
- ❖ **Update Firmware to the latest version: 4.0**
- ❖ **Attach the head protection plates**
- ❖ **Place Roland Intelligent Pass Control Label on the printer**
- ❖ **Put Center Mark Sticker on the back of the printer**
- ❖ **Instructions included in the kit**

Pure Print Performance Upgrade Procedure

❖ Update Roland VersaWorks to the latest version

- Procedure depends on version used

	Current Roland VersaWorks	Update procedure
Existing AJ-740/1000	RVW ver. 2.xx or below	<ol style="list-style-type: none">1. Update to the RVW version 3.02. Update to the latest version 3.1.1
	RVW ver. 3.0x or above	<ol style="list-style-type: none">1. Update to the latest version 3.1.1

Update Firmware

- Latest Firmware version 4.0 required

Pure Print Performance Upgrade Release

Program Announcement Date

❖ February 5th, 2009

Kits Shipment Date

❖ February 5th, 2009

Schedule of Upgrade Program

- ❖ **Program Announcement Date to Roland DGA dealers (US, Latin America and Canada) (2/3)**
- ❖ **Worldwide Press release (2/5)**
- ❖ **Shipment of the Upgrade kits (Week of 2/5)**
- ❖ **Firmware available at Service Extranet (Week of 2/5)**
- ❖ **Roland VersaWorks updater (2/5)**
- ❖ **Upgrade program for existing customers begins (Week of 2/5)**
 - Service technicians visit each AJ customer location to install new firmware, Roland VersaWorks and head protection plates

Thank You!

03/14/09