



# ON TOUR

# Roland

## OCTOBER

03 - 05	10th Design Engineering & Manufacturing Solutions Expo/Conference	Osaka	Japan
04 - 05	Roland Color Workshop	Irvine, CA	USA
05 - 07	Co-operative Funeral Service Managers Association	Gloucestershire	UK
07 - 09	Print & Sign	Kortrijk	Belgium
09 - 11	Inkjet Dealer Service Training	Providence, RI	USA
10 - 12	Premium Incentive Show	Tokyo Big Sight	Japan
10 - 13	Druck & Form	Sinsheim	Germany
16 - 17	Dealer Training	Oevel	Belgium
18 - 20	Viscom Sign	Madrid	Spain
19 - 20	Roadshow Luik	Liège	Belgium
22 - 26	Invex	Brno	Czech
23 - 24	Roadshow	Vienna	Austria
24 - 27	SGIA	Orlando, FL	USA
24 - 27	IPEX South Asia	New Delhi	India
28 - 29	Consac	Toronto	Canada
30	2 & 3D training	Willich	Germany
30 - Nov 2	REKLAMA	Moscow	Russia
31 - Nov 4	SEMA	Las Vegas, NV	USA

## NOVEMBER

05 - 09	Inkjet Dealer Training	Irvine, CA	USA
13	Service Basic training	Willich	Germany
14	Service Profit training	Willich	Germany
20	Sales & Product training	Willich	Germany
28	IBS Training	Willich	Germany
29	The Digital Printer Awards 2007	London	UK
19 - Dec 1	USSC Tradeshow	Atlantic City, NJ	USA

## DECEMBER

05 - 08	Euromold	Frankfurt	Germany
07 - 09	FESPA	New Delhi	India
11	Versa Works Training	Willich	Germany

## JANUARY

05 - 20	Dakar Sponsorship	Lisboa, Portugal to Dakar, Senegal	
13 - 14	Trophex	Birmingham	UK
16 - 20	Internepon	Tokyo Big Sight	Japan
19 - 21	EXPO Premium	Venic	Italy
16 - 18	Promotion Trade	Milan	Italy
18 - 20	Bike Expo	Padova	Italy
26 - 27	Auto Expo	Padova	Italy



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To:

## UNITED KINGDOM HYDROGRAPHIC OFFICE MAPS OUT THE FUTURE WITH MAJOR INSTALLATION OF ROLAND WIDE-FORMAT INKJET PRINTERS

**SOMERSET, U.K.** – The United Kingdom Hydrographic Office (UKHO) recently upgraded its internal Print-On-Demand (IPOD) operation with six new Roland wide-format inkjet printers. Roland was chosen based on the breadth of its product line including a range of robust, high-quality and flexible wide-format printers. Roland was also selected for its strong commitment to excellence in customer service. The new Rolands have replaced twelve Epson wide format printers at UKHO – and, according to UKHO managers, are outperforming them by every measure.

As the world's leading supplier of nautical charts, the UKHO Admiralty brand provides specialized products and services to mariners worldwide. In 2003, the organization decided to complement its traditional litho production with wide-format digital printing.

According to Paul Kelly, UKHO production manager, "The UKHO operation is quite unique in both the nature of its products and the demands these products place on the print production process. The organization has an immensely strong and internationally respected heritage and has been charting the world's oceans for over 200 years. As such, we needed to find a wide-format printer manufacturer that could work with us to find a solution for our unique set of requirements."

The organization's charts are used by commercial sea-going vessels and the Royal Navy and are critical to both. Whenever a change to the chart is required, a new version has to be produced as quickly as possible. When important changes come into the UKHO they are first officially authenticated by a data management team. Immediately, the team issues a "Notice to Mariners" to update that chart. When new charts are required, the UKHO has 24-48 hours to print and finish them so they are ready for purchase and distribution.

"With over 3,500 chart stock lines, we are receiving changes and corrections on an ongoing basis," Kelly said. "Our Roland POD wide-format printing operation is ideal for charts at

both ends of the spectrum – from those detailing the very busy shipping routes that require constant amendments to charts that may require only a very low volume run at any given time. It is much more economical for us to print both types of jobs on a Roland wide-format inkjet printer than on a litho machine. This is where the Roland technology really shines."

Paul Brown, UKHO technical manager added, "Roland was very proactive and helpful right through the sales, installation and post-sales process. Thousands of sea-going vessels and companies rely on our operation, so we needed to ensure the transition to the new Roland machines was as seamless and efficient as possible and that the quality and consistency was there from the start. Having a range of reliable, high-quality Roland machines with Print-On-Demand capacity has now given us real flexibility in terms of balancing forecast sales against printed product in stock. It is also ensuring that small-volume and high-correction jobs are both provided when required in the most cost-effective way for the customer and ourselves."

Brown says all the Roland machines underwent an extremely comprehensive test period earlier this year and had a number of challenges to overcome to ensure

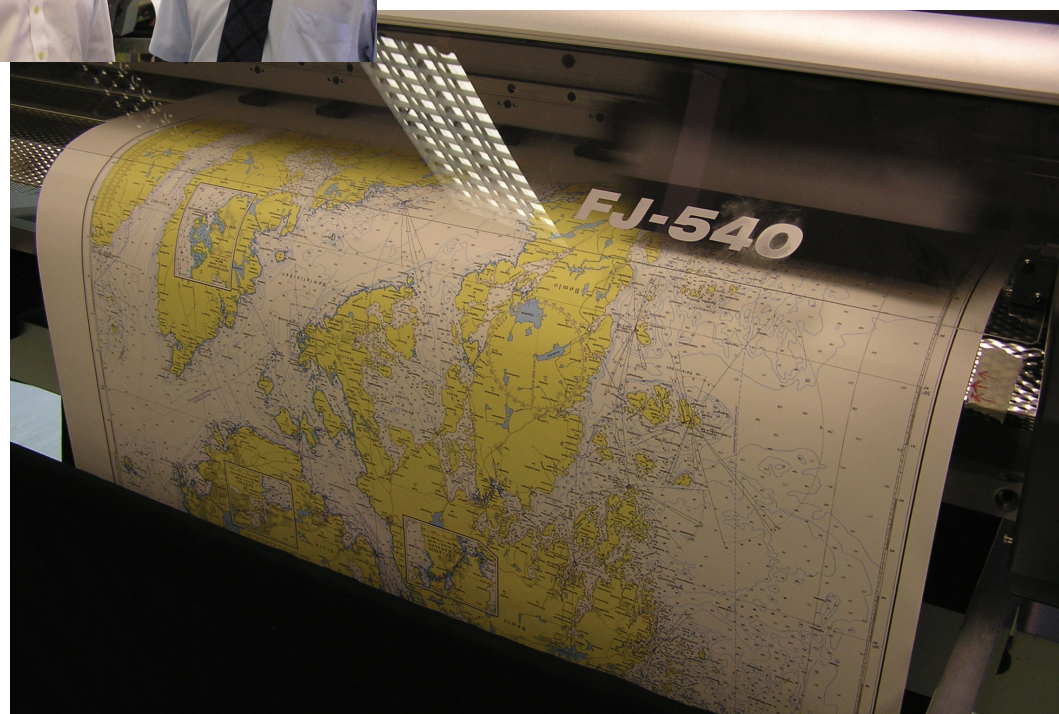
the UKHO could move its work to the new printers. "Our file formats, for example, are very unique and the Roland team worked very hard with us right through the testing and installation phase to ensure the smoothest possible transition to the new system," he said. "We had to make sure all our exacting requirements were achieved for color profiling, quality and substrate compatibility."

In addition to the printing itself, all charts, which come in three sizes, require a very specific sheet cut-off. With the new Roland machines the UKHO is now able to start printing immediately rather than having a bleed both at the beginning and end of the chart.

*(continued from page 2)*

*(left) James Hobday, sales manager for Roland, and Paul Brown, UKHO technical manager.*

*(below) One of the thousands of mariners charts produced by UKHO on Roland inkjet printers.*



## THE MDX-40 INCREASES PRODUCTIVITY FOR WORLD RENOWNED JEWELER

**BARCELONA, SPAIN** – Working for the world's most famous jewelry companies, jewelry modeler Ramon Vidal decided to acquire a new jewelry design and modeling system. Roland's MDX-40 milling machine proved to be the perfect tool for his unique application.

"Until I started using the MDX-40, I was working entirely manually," he said. "I have to admit that I was concerned about purchasing milling equipment. I decided on the MDX-40 after seeing how well the solution addressed my needs."

Vidal chose the Roland MDX-40 after attending several product demonstrations at an industry tradeshow. The next step for Vidal was an intensive training course, during which the MDX-40 far exceeded his expectations.



*Finished ring produced from wax model made with MDX-540.*

"With the MDX-40 I have optimized my productivity and precision," he said. "In the past, working manually required deep concentration and an exceptional skill level, especially

for complex pieces such as those with several vertices on the same angle and pave work. To complete these applications by hand became stressful."

In addition, the MDX-40 allows Vidal to maintain a large database of his pieces which he can reference for future designs.

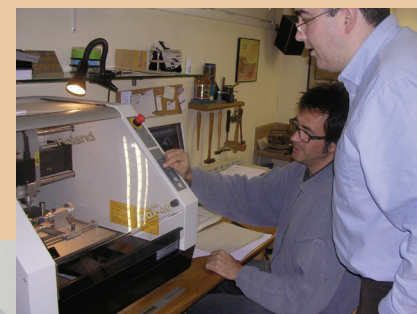
"There is no limit to my creative options and I can work with my choice of materials," he said. "With the MDX-40, I am free to use the wax I prefer and try

new materials as well. I can even combine wax with different fusion characteristics into the same piece. The advantage of working with standard wax is that I can make manual

modifications as well when needed. This is especially useful in pieces that require hand crafting."

Within Vidal's workshop, the Roland MDX-40 is set up in a very special place. In addition to its role in production, the MDX-40 has become what Vidal calls a "great partner for shaping ideas."

"It's silent," he said. "Sometimes I don't even realize when it finishes working."



*(above) Ramon Vidal at his workshop in Barcelona.*



**UNITED KINGDOM HYDROGRAPHIC OFFICE MAPS OUT THE FUTURE**  
(continued from page 1)

“The standard software required us to run a 100mm bleed per chart,” Kelly said. “When you consider that the average charts are 1.3 meters you are potentially reducing around ten percent of the paper waste per chart if you can remove the bleed requirement. Over the course of the year the costs involved can be significant. Roland supplied us with improved software to remove the bleed requirement.”

Kelly notes that Roland machines are extremely robust, even under high-demand conditions, and are estimated to give The UKHO up to five years service. “This longevity is very impressive and considerably greater than other printers on the market. Our Roland printers run 14 hours a day, five days a week, and the consistent print quality is outstanding. In terms of output, the six Roland machines are achieving the same output levels as the twelve wide-format printers they replaced. So we’re very pleased with our decision.”



Kelly continued, “The new Roland printers have given us complete flexibility in our IPOD print operation and are a crucial support mechanism for our main in-house litho operation. At 54 inches, the width of the machines will provide future opportunity as the demand for the IPOD side of our business increases.”

According to James Hobday, head of sales for Roland DG: “The UK Hydrographic Office is a great example of a commercial printing organization that has carefully and successfully looked at its current and future needs and had an open mind about the technologies available on the market to serve these needs. The Roland printers are enabling it to offer the best, most efficient services to its customers without compromising on any of the qualities that have made the brand so strong over all these years. Paul Kelly and his team have embraced wide-format digital inkjet technologies and recognized the complementary role they can play in the production of their Admiralty charts to support their high-volume litho print operation.”



## VERSACAMM SP-300V DELIVERS SPEED AND VERSATILITY TO HEAT TRANSFER PRINTING COMPANY

**BEIJING, CHINA** – Founded in 1993, the Beijing Huateng Yide Heat Pressing Design Corporation specializes in heat transfer printing and is a leading supplier of quality heat transfer materials, printers, presses and consumables for its clients. The company produces heat transfers for a variety of items including advertisements, promotional t-shirts, polo shirts, caps, boxes, bags, cups, medals, banners, and even tattoos.

In the heat transfer industry, the Yide Heat Pressing Design Co. was among the first to market with digital technology and remains one of the leading enterprises today. Currently, the company utilizes state-of-the-art heat transfer printing processes including both traditional and digital systems. Its client base comes primarily from the advertising industry, but also includes gift retailers and custom apparel providers.



Digital heat transfer printing technology is rapidly gaining acceptance across China, making it easier than ever to meet the country’s growing demand for personalized products. In many shops, new digital systems complement traditional heat transfer printing equipment, offering several important benefits. In particular, the cost of plate making for traditional heat transfer printing makes it expensive and impractical to produce items in small quantities. Digital systems excel in this arena. Additionally, the quality of digital heat transfer prints is far superior to prints produced with traditional equipment.

To augment its operation, the Yide Heat Pressing Design Co. recently added a Roland VersaCAMM SP-300V printer/cutter. In one integrated device, the SP-300V combines four-color printing and precision digital die cutting to produce heat transfer patterns quickly and easily, saving time and lowering costs.

According to Si Wei, the company’s general manager, “The impact of VersaCAMM technology on our business has been significant. The SP-300V precision prints and cuts transfers within the hour what previously required up to a week to finish. The VersaCAMM is ideally suited for the heat transfer industry and a wide variety of consumables are available for it. VersaCAMM graphics display bright, rich colors and smooth tonal qualities for excellent results. The SP-300V also supports precision contour cutting and automatic media cutting, and comes with powerful VersaWorks RIP software. The VersaCAMM has proven to be versatile and economical, combining the functions of both a printer and cutter into one, streamlined device.”



Si Wei, General Manager of Beijing Huateng Yide Heat Pressing Design Corporation.

## SOLJET GRAPHICS TRANSFORM TOILETS INTO WORKS OF ART

**FLORENCE, ITALY** – SEBACH has been a leading supplier of portable toilets since 1986 and has since transformed this basic service into an artform.

SEBACH supplies its products throughout Italy for events ranging from football games to concerts. The company has a vast distribution network of 80 dealers and over 800 rental companies. This strong distribution channel makes it possible for SEBACH to meet a diverse range of event requirements very quickly and professionally and to maintain its products efficiently.

Unlike other portable toilet suppliers, SEBACH has added a modern creative twist to its products. Using a Roland SOLJET PRO III XC-540 printer/cutter, the company creates custom graphics for its line of portable toilets, artistic accents that give them a whole new look.

According to Giuseppe D’Agostino, chief engineer from SEBACH’s technical office, “We are very pleased with the results we are getting from our SOLJET. Our custom toilets first debuted in Mugello during Italian MotoGP, and we are about to send another set to Festivalbar, one of the most important musical summer festivals in Italy.”

D’Agostino attributes the success of the new line to the creativity of Oliviero Toscani, who is responsible for the company’s advertising campaigns as well as the design work for the specialized graphics. He also recognizes the versatility of the XC-540 as critical to the success of the product – which is now more than a needed service. “SEBACH portable toilets have become an attractive and creative element within the environment,” he said.



SEBACH creates an art form out of portable toilets with its Roland SOLJET printer/cutter.

## REDESIGNING ABTEIBERG MUSEUM

**MÖNCHENGLADBACH, GERMANY** – At the close of 2006, the city of Mönchengladbach was faced with a major cultural problem. City leaders needed to close the Abteiberg Museum for an extended time period for renovations.

To beautify the site during the renovations, Susanne Titz, director of the museum, came up with an interesting design concept to give the city theater a special museum look.

The original concept called for a post-world war concrete design. The final concept, created by designers Jan and Tim Edler of Berlin-based “Realities United,” was a bit different.

Realities United proposed using textiles instead of concrete parts because concrete would prove too heavy for the structure of the building. The firm contacted Junkers & Müllers and worked with the local Roland DG office in Willich to print the design on a Roland AdvancedJET AJ-1000 using EcoXtreme inks.

The media selected for this project was a J&M TT Bermuda textile, a highly durable polymeric, fire-resistant coated media that images well with EcoXtreme inks. The durability of the finished prints will make it possible to cover the theater structure for as long as needed to renovate the old museum – and maybe even longer. In total, the project required 60 panels measuring 2.5m x 5m in size to cover a total surface of 850m<sup>2</sup>.

Since the installation of these digital prints, the museum has attracted a much higher volume of visitors – many visiting the museum for the first time and attracted by the impressive new design.



To provide a finished look during renovation, the Abteiberg Museum features lightweight panels printed on a Roland AdvancedJET to look like concrete.



## ADVANCEDJET AJ-1000 PRODUCES GIANT BILLBOARDS FOR MATTHEW STONE'S 'FUTURE HINDSIGHT' ART EXHIBITION

**LONDON, ENGLAND** – London-based artist Matthew Stone chose Daytona Visual to support his first solo art debut by producing a series of seven high-resolution, giant billboards including ‘David and Goliath after Caravaggio’ and ‘Optimism as cultural rebellion,’ both part of his Future Hindsight art exhibition recently held at the Union Gallery in Southwalk, London.

Daytona Visual used its Roland AdvancedJET AJ-1000 2.6 meter grand-format inkjet printer to create the contemporary collection of giant photographic images - some of which measured up to 6 x 4 meters. The giant billboards were produced on blue back card as individual prints specifically for the event and posted directly onto the gallery walls.

According to Daytona Visual's Andy Wassall, a crucial element in the production of these artwork billboards was the fact that they were to be viewed close-up in a gallery environment. As a result, they required a much higher

resolution and color accuracy than regular street advertising billboards, which normally have a viewing distance of thirty meters or more.

Wassall said, “We were delighted to be approached by Matthew Stone and the Union Gallery to produce such a prestigious series of posters. For this project, we chose the printer we knew would produce the highest quality prints for our client - our Roland AdvancedJET AJ-1000 roll-to-roll, grand-format digital printer.”

He continued, “We’ve been in the visual imaging business for over twenty five years, and always strive to truly understand our customers’ requirements. As we have a reputation for delivering quality imaging, it’s critical that we consistently invest in the best printing technology. Our 2.6 meter Roland machine was perfect for producing Matthew Stone’s stunning images and continues to achieve excellent results for all our other clients.”

Wassall maintains that the Roland AJ-1000 is Daytona Visual’s third machine purchase from Roland, selected on the strength of Roland’s print reliability, color accuracy, consistent quality, service and support. “After investing in our first Roland machine, we found the company, and in particular its head of sales, James Hobday, to have a high degree of integrity coupled with extensive market experience,” he said. “Partnerships such as these are invaluable in this industry.”

The AdvancedJET AJ-1000 industrial grand-format printer is engineered for high-volume production of banners,

London gallery features giant photographic images printed on a Roland AdvancedJET AJ-1000.

billboards, signage and other durable graphics. As one of the fastest and most advanced grand-format printers in the market, the AJ-1000 achieves a maximum production speed of 90m<sup>2</sup>/h. Featuring EcoXtreme ink, the AJ-1000 delivers dense, rich colors and an exceptional gamut that ensure striking, consistent prints for viewing up close and at a distance. The AJ-1000 also offers an optional mesh printing unit to support unlined mesh materials.

James Hobday, head of sales for Roland said, “The Roland AdvancedJET AJ-1000 is a versatile grand-format printing machine. Its ability to help Daytona Visual recreate Matthew Stone’s artwork demonstrates not only superior image quality, but also a natural capability for producing extremely high-resolution visual work. The AJ-1000 is the ideal solution for fast production printing and offers print and creative organizations the opportunity to produce high-volume print work along with specialized production pieces to meet the requirements for a range of clients.”

Matthew Stone, who’s been branded by some art critics as “the next Andy Warhol” added: “I chose Daytona Visual to reproduce my works of art as giant posters because it has the knowledge, understanding and technical ability to produce the high print quality and color accuracy I needed. Regular billboard production quality would be nowhere near good enough for the exhibition images I required.”

# Roland



## INSIDE THE HIGH-PROFILE WORLD OF PICTOGRAPHICS

**LAS VEGAS, NEVADA, U.S.A.** – Since opening Las Vegas-based Pictographics in 1994, Craig Miller has built a world-class business on a few basic principles: Deliver a better product, go where the competition isn't, and always remember that no one gets to the top alone.

These strategies have catapulted what started as a home-based family business straight to the forefront of digital printing. Companies such as Intel, Microsoft, IBM, Ford, DaimlerChrysler, General Motors, LG Electronics, Nokia and others spend millions with Pictographics each year to build a better image – and they return time and again for one simple reason.

“We offer extremely large companies digital printing capabilities they simply can not find anywhere else,” Miller said. “That has been our goal since the beginning and remains our goal today.”

Miller's business model is this: apply digital imaging to virtually anything. Accordingly, Pictographics is a recognized pioneer in the field of dye sublimation with a state-of-the-art shop that includes Roland inkjets and a 3.3 meter roll-to-roll heat press, one of the industry's largest. The company has printed on virtually any available substrate, and even produces custom wall coverings for architects today including ACTM certifications for safety, durability and sheen. “We're very good at controlling sheen, a critical factor in the world of architecture as well as for televised events,” Miller said.



Banners for event sponsor Tostitos were displayed throughout the stadium.

Though Pictographics made its mark originally in the vehicle graphics and casino markets, half of the company's business today is derived from sporting and entertainment events – the bigger, the better. Producers of the Fiesta Bowl, BCS National Championships, the NFL Pro Bowl, NBA All Star Games, HBO's Comedy Specials and other large, televised events frequently call on Pictographics to transform an arena or stage into a visual extravaganza.

Similarly, Fortune 500 companies sporting mammoth trade show booths come to Pictographics to make sure they visually dominate their competition. But Pictographics offers more than just super-wide-format impact. The company truly specializes in “specializing.” Which is why Phoenix Custom Apparel employs Pictographics to produce more than 1,000 racing uniforms each month for Indy Car racing as well as the NHRA and AHRA.

Pictographics provided 80,000 square feet of sublimated graphics for the 2006 Fiesta Bowl.

“We have one client that orders over 600,000 square feet of promotional point-of-sale graphics each year,” Miller said. “These graphics go into 12,000 locations. This is where our business is focused. We are making a concerted effort to go after a select group of very large customers. At the end of 2006, we had 500 customers. Our goal is to get down to 50 this year – the top 50.”

Top Pictographics customers increasingly come from the events industry and today include worldwide trade show and event companies such as George P. Johnson, Imagination and Flying Colors.

Representatives from Flying Colors originally came to Pictographics last fall looking for a printer capable of producing 80,000 square feet of sublimated graphics – just enough to virtually “wrap” the 2006 Fiesta Bowl, including the fronts of the end zones – with digitally dyed textiles.

To produce the Fiesta Bowl graphics, Pictographics relied on a Roland 104-inch AdvancedJET AJ-1000 grand-format printer and two 74-inch Hi-Fi Express FP-740 sublimation printers – now the backbone of the company's sublimation production environment.

“The image quality of our dye sub is exceptional and that's why Flying Colors went with us,” Miller said. “We were able to get that quality out of our Rolands. Roland printers generate absolutely beautiful sublimated textiles and are real workhorses. We ran them 24x7 leading up to the event.”

In addition to the Fiesta Bowl, Roland printers have been used to produce some of the shop's largest projects including a gigantic fabric graphic that encircled a recent DaimlerChrysler trade show booth. The entire graphic was 520 feet long and 5 feet wide – and was printed as one continuous image.

Roland printers were also used to produce a series of 20 8-foot-tall banners for Ford, and they are the designated Pictographics printers for the Phoenix Custom Apparel racing uniforms – 24,000 square feet of them every month.

Roland printers have played a role in NASCAR events as well, producing all the sublimated backdrops for recent televised press conferences held before and after races.

“We use dye sublimated textiles for these events because vinyl does not light very well,” he said. “Dye sub was meant to be photographed and videotaped.”

He continued, “What Roland has given us is the best of both worlds. On one hand, we get world-leading image quality. We also get real production speeds. And the printers are incredibly cost effective. It's pretty astounding. I have no pieces of equipment in my shop that offer the kind of ROI that the Rolands give.”

Sandro Pertilli became the one-thousandth student to enroll in the Roland Forum for Technological Craftsmen. He began digital printing two years ago and decided to attend the Roland training course to improve his business.



## ROLAND DG MID EUROPE CELEBRATES 1,000<sup>TH</sup> MEMBER OF ITS ONLINE FORUM FOR TECHNOLOGICAL CRAFTSMEN

**ACQUAVIVA PICENA (AP), ITALY** – Roland Europe is pleased to recognize Sandro Pertilli, the 1,000th customer to participate in the company's popular Forum for Technological Craftsmen, serving customers throughout Italy.

As a new “technological craftsman,” Pertilli joined the forum after attending a Roland training course. “I really appreciate the opportunity to take the course and to be honored as the 1,000th member of Roland's online forum,” Pertilli said.



Sandro Pertilli in the Roland Training Center with Roland Training Manager Giovanni Re and another student.

Roland started the online forum in 2004 to provide a communication venue for the many people that attend courses held at their training centers in Italy. The online community continues to grow and today serves more than 1,000 Roland customers via the Web. An open forum

hosted on Yahoo, the Roland Forum for Technological Craftsmen is widely recognized as one of Italy's most important networking and communication forums for professionals involved in digital printing and visual communication.

“It is always a pleasure to have people like Sandro Pertilli attend our training courses,” said Giovanni Re, Roland training manager. “We are pleased that he has continued his affiliation with the company and other customers through our online forum.”

A 27-year-old resident of Rome and owner of Vinilica, a digital print shop, Pertilli first entered the industry two years ago with Roland products.

“In the beginning, I created labels with the Stika,” he said. “Then I moved up to vehicle graphics and signs. I created graphics that you never would have thought possible with such a little plotter.”

To grow his business, Pertilli invested in a GX-24 vinyl cutter and then the VersaCAMM SP-540V printer/cutter, production tools he uses today for a variety of applications including apparel customization.

He says he has learned a great deal through his association with Roland and has one piece of advice for others getting started in the business. “Exploit all the functionality of your digital printer and other production equipment,” he said. “And remember that ideas and creativity are essential to your success!”

To join the Roland forum in Italy, log on to: <http://it.groups.yahoo.com/group/artigiano-tecnologico>.

# ROLAND DG EDUCATIONAL TRAINING

## AUSTRALIA'S FIRST AVIATION HIGH OPENS

**QUEENSLAND, AUSTRALIA** – Australia's first dedicated aviation high school, Aviation High, was officially launched August 9, 2007, with the help of many corporate sponsors including Roland DG.

"It was an honor for Roland DG to be invited to participate in this very exciting inaugural event," said Marcus Adler, MD of Roland DG Australia and New Zealand. "Aviation High fits right into Roland DG's education outreach programs." As a specialist school, Aviation High caters to students with a passion for aerospace and aviation and career aspirations in these fields. Roland DG Australia was invited to support the new school based on the company's expertise and products as well as its history of corporate initiatives to assist the education sector.

Queensland's Premier Peter Beattie and Education and Training Minister Rod Welford jointly opened the school.



Marcus Adler, MD of Roland DG Australia, piloting the GeoSim flight simulator at Aviation High.

"Aviation High has undergone much more than just a name change from Hendra Secondary College," Beattie said. "Aviation High represents a state government investment of \$18 million over four years to 2010 to provide students with a direct pathway to careers in the aviation industry."

According to Beattie, Aviation High has been established to ensure that its students are well positioned to pursue careers in the burgeoning aviation industry, which employs an estimated 14,000 Queenslanders. Aviation High serves as the hub for the 17 gateway schools in the Education Queensland's Aerospace Project, which was established with industry partners in 2004.

Aviation High prepares students for all types of positions within the aviation industry – from caterers and flight attendants to pilots, meteorologists, aviation lawyers and engineers.



(From left to right) Phil Cooper—Principal, Aviation High, David Withers—Boeing Australia, Alan Johnson—CAE Australia, Rob Hunter—Australian Aerospace Ltd., The Honourable Rod Welford—Minister for Education, Training and Minister for the Arts, The Honourable Peter Beattie—Premier of Queensland, Paul Bredereck—Aviation Australia, Ian Irving—Thales Australia, Neil Thomson—Smiths Aerospace, Andrew David—Virgin Blue Airlines, Gareth Evans—Qantas, Marcus Adler—Roland DG.

"Aviation High's 255 students study subjects similar to those offered at other high schools, but with an aviation focus."

According to Welford, the school site, located at Widdop Street in Clayfield, was selected for its proximity to the Brisbane Airport precinct – and because it offers room for expansion. "Enrollment is expected to grow to about 600 students within four years," he said.

Other partner companies supporting the new school include Boeing Australia, Aviation Australia, Brisbane Airport Corporation, Australian Aerospace, Smiths Aerospace, Qantas Australia, CAE Australia, Thales Australia and Virgin Blue Airlines.

## ROLAND DG AUSTRALIA HEADS SUCCESSFUL EDUCATION INITIATIVE

**SYDNEY, AUSTRALIA** - At the recent Visual Impact Image Expo Show held in Sydney, the Roland DG education team conducted a dynamic Education Outreach Program on behalf of the Australian sign industry.

Designed to increase awareness and interest in the sign industry from students throughout the Sydney area, the program involved local schools in a graphic design contest and invited them to tour the show, hosted by some of the industry's top leaders.

Avery Graphics, Gravograph, TAFE, Project Engraving, Corel, VISA and ASGA joined Roland DG in sponsoring the event. The initiative was the brainchild of Russell Cooper, education manager for Roland DG.

"The idea came to me while attending a meeting between TAFE and industry delegates who were looking at new training initiatives for the 2008 curriculum," he said. "These professionals - who specialize in training – are passionate about their work and about the industry. And it became apparent at that meeting that they were struggling to attract students."

Feedback from several industry reps revealed similar findings. "There is a tremendous need for sign industry professionals to attract young people into the business," Cooper said. "I knew if we were able to show career advisors and others in the education field what an exciting and lucrative career the sign industry offered, we could increase student interest significantly."

The first step was to present the initiative to industry delegates for the show. This would be a first event of its kind for the Visual Impact Image Expo Show which had always focused strictly on trade industry professionals.

According to Cooper, "Initially there was a bit of skepticism, which is understandable. However, I wrote a proposal so that the board could look at it objectively and consider the benefits. I thank Peter Harper for his efforts and support and also Mark Tailby and his crew for their courage and forethought. A number of companies joined the initiative as sponsors and we thank them as well for their investment in the program."

The next step was equally challenging at first: attracting local schools. Most maintained very busy schedules and did not typically attend trade shows.



Australian students learn the basics of the sign industry through an innovative education outreach program.

"We knew from the start that it was imperative to stage an event that was educationally credible," Cooper said. "It has to be something that could dovetail into both the current curriculum and satisfy career objectives."

To design the program, Cooper sat down with education experts including Adam Lucas of Sydney TAFE and his dedicated staff including Paul Richards; John Cradock of Vic Uni; Linda Sharpe of TAFE Newcastle; Debbie Lanyon of Brisbane Southbank Institute and her team including Sean Dewar, Kelsey Duncan and Kerry Emerson; and Jeremy Knight and Michael Doherty of TAFE Wollongong – as well as Roland DG trainer extraordinaire Conrad Birkett.

"At that meeting, we decided to present schools with a challenge to design a poster, promoting a product or service

which would ultimately be printed out in A0 size," Cooper said. "The schools were given the choice of five subjects for their posters, including a pet shop, gardening service, music school and MP3 player. Students were asked to research content as part of their graphics or design classes and then attend the show with their work at any stage of completion, where they would receive a show tour and presentation by industry representatives."

According to Cooper, a very important component in the program was the involvement of the Inner Western Sydney Business Education Partnership. The organization's careers consultant, Isabel Osuna-Gaty, was instrumental in getting schools involved in the initiative. "Osuna-Gaty was very detailed in her approach to the project, creating certificates for attendees, getting release forms organized and arranging for photographs," Cooper said.

The event itself was an overwhelming success. Reports from program participants were extremely positive. Several parents of home schoolers were amazed at the opportunities industry-wide for their children. The TAFE organization received tremendous interest – as did other companies associated with the program.

"Students were an inspiration to all involved," Cooper said. "Without fail, every student that took part entered into the spirit of the event. Most attended with a project in hand and the effort they put forth was impressive. A number of students even worked on posters for their parents' businesses. Others were eager for information about getting into the industry and listened intently to industry leaders including Ron Black of Gravograph, an industry veteran of more than 15 years, and Alana Rojahn, northern regional sales manager for Roland DG."

Cooper continued: "Teachers were grateful for the event as well. It gave them a new focus. To many, the sign industry had been a well-kept secret and an industry they misunderstood. Many were astounded by the digital technology involved. The computers, design concepts and various substrates amazed them."

Russell Cooper and his team are now planning to take the program nationwide to school districts all over Australia.

# VEHICLE GRAPHICS



## VERSACAMM VP-540 FUELS BUSY VEHICLE GRAPHICS BUSINESS

**SINGAPORE** – Ask Alex Lim, the proud owner of A Graphix, what sets him apart from his competitors, and time and again he'll say, "my new VersaCAMM VP-540."

A Graphix specializes in the production of vehicle graphics, wraps and banners and provides these products with exceptional quality and fast turn-around times. For Lim, the VP-540 was just what his business needed. He first set his eyes on the newly launched VersaCAMM earlier this year and immediately paid a visit to AVS, Roland's Singapore distributor, for an in-depth overview and demonstration of the machine.



(above) The finished wrapped cars, ready for the race. (below) Alex Lim with his VP-540.

Lim's search for a new printer took him to Singapore's Media Expo exhibition as well, where he had a second chance to view Roland's latest printer/cutter. During the exhibition, AVS featured a live car wrap demonstration, applying VP-540 graphics onto a showcase vehicle. Lim realized then and there the benefits of Roland's integrated print/cut technology, and the print speeds of the new VP series impressed him as well.

According to Lim, the VP-540 gives him a significant advantage over his competition. "In terms of speed, I am able to deliver my products much faster than my competitors," he said. "Most of them are equipped with only a cutter and as a result have to outsource the printing."

Lim also appreciates the reliability of his new VP-540. "So far, production has been flawless and the support from Roland is fantastic," he said. "The VP-540 has proven to be a very easy device to setup and operate."

Lim cites Roland's unique integrated print/cut technology as one of the VP-540's biggest benefits. He added, "The VP-540 saves a lot of production time by eliminating the need to load and unload media between the printer and a cutter."



Looking ahead, Lim plans to add commercial banners and signage to his product line. He said, "The VP-540 has allowed me to expedite production and now I can take on more projects." He says he is hooked on Roland and recommends the VP-540 to his friends and colleagues around the industry.

## ROLAND DG IBERIA IS POISED FOR VICTORY AT THE LISBOA-DAKAR 2008 RALLY

**BARCELONA, SPAIN** – The 30th anniversary of the Lisboa-Dakar Rally is fast approaching and Roland DG Iberia will be there for all the action as an official sponsor of the Roland DG Color Team. A difficult endurance test for everyone involved, this exciting event begins in Lisbon and travels a full 6,000 kilometers through Morocco and Mauritania to the finish line in Dakar.

Last July, the Roland DG Color Team entered the Baja de Aragon in preparation for the great rally. For this event, the driver and technical team worked day and night to prepare the official vehicle, a Bowler Wildcat.

Josep Maria Garrofé, official driver for the team and graphic designer, is in charge of creating the corporate image for the team's vehicle for the Lisboa-Dakar Rally. This image will be showcased in the national trade press as well as on the sector's most important Web sites.



(above) Technical service preparing the Roland DG Color Team car. (right) The Roland DG Color Team car during the race in Baja Aragon.



To create the 4 x 4 graphics, Roland called on the designers at Mat-Wraps, a company that specializes in vehicle graphics. Mat-Wraps production director, Manel Aguilar, brings more than 17 years of graphic arts experience and 5 years specializing in vehicle graphics to his craft. During a visit to his workshop, he spoke to Roland about the increasing competition throughout the digital printing industry and the need to develop specialized skills.

To keep up with the demands of today's fast-paced market, Mat-Wraps has a Roland VersaCAMM SP-300 and SP-540, and recently added a SOLJET PRO III XC-540 for high-volume work. This line-up has given the company the productivity its business demands and will produce all the graphics for the Roland DG Color Team vehicle.

Mat-Wraps is a full-service vehicle graphics company offering design and installation services as well as professional training.

Mat-Wraps has teamed with Grafityp, also a co-sponsor of the Roland DG Color Team, to conduct training courses throughout Spain for users of the unique GrafiWrap vehicle graphics solution.

This system, developed and distributed exclusively by Grafityp in Spain since 2005, is being used to produce the vehicle graphics for Roland DG Color Team's Bowler Wildcat. These graphics will be put to the test in January by the harsh environment of the Lisboa-Dakar Rally.

## POLE POSITION: RACING GRAPHICS POWERED BY ROLAND

**CASTEL SAN GIOVANNI (PC), ITALY** – As a leading provider of customized images, Pole Position specializes in producing team graphics for the racing industry. The company collaborates with some of the world's most famous racing professionals and teams including the Konika Minolta team (Honda), Gresini Racing (Honda) and the Yamaha Superbike/Corona team.

To create just the right look and message, Pole Position works closely with teams to gather suggestions and proposals that help shape the final graphics. Pole Position is asked to meet a range of team requirements using a variety of materials and digital printing techniques. The resulting graphics range from adhesive-back vinyl graphics for racers to graphics and wraps for hospitality trucks and personalization of the drivers' suits.

All this is possible thanks to the versatility of Roland products. The Pole Position Roland line-up includes ColorCAMM thermal transfer printers and a VersaCAMM SP-540V 54" printer/cutter, perfect for the many intricate graphics produced by Pole Position.

"The Roland Print & Cut solution accelerates the production process and allows us to work quickly and effectively – up until the last minute when necessary," said Luca Campanile, owner of Pole Position.

Campanile notes that Roland Print & Cut technology allows the company to modify the



Pole Position owner Luca Campanile with customized graphics created by his Roland VersaCAMM SP-540V.

graphics for both trial runs and official competitions. Quick turn-around is essential, especially when accidents occur that require reproduction of the racing graphics.

Since opening in 1999, Pole Position has significantly broadened its experience and skills. Today the company is recognized industry-wide for its creativity and for the unique, fresh ideas that continue to attract top racing talent. Campanile draws parallels between his company's philosophy and that of Roland: passionate, innovative and dedicated to advancing its product line. He points to the VersaCAMM as the conduit for putting his company's creativity into practice.

"Heart and passion must drive choices in competition and also in the graphics field," he said.





## SOLJET GRAPHICS GIVE TEAM ALSTARE THAT WINNING EDGE

**ALLEUR, BELGIUM** – Team Alstare Suzuki Corona Extra is one of the most famous racing teams in the history of motorsports. And one of the most impressive looking, thanks to Roland SOLJET technology.

Although the team's main focus on the track is the Superbike World Championship, it also competes in the European Superstock 1000 Championship and organizes the Suzuki GSX-R European Cup, a championship aimed at discovering the stars of tomorrow.

A number of top stars are currently on the team's roster, and the results from the first few races reflect their extraordinary talent.

In 2007, Team Alstare Suzuki Corona Extra signed motorsports icon Max Biaggi for the season. Biaggi, better known as the "Roman Emperor," has since racked up two wins and 12 podiums. He is currently ranked third in the World Superbike Championship standings, competing with the likes of Troy Bayliss, James Toseland, Noriyuki Haga and others before huge numbers of excited fans. In fact, more than 115,000 fans cheered him on in Monza, 126,000 at Brands Hatch, and advance tickets for the Vallelunga round are already sold out!

Japanese rider Yukio Kagayama, Max's teammate, began the 2007 season with some problems to overcome. He was seriously injured in a crash at Donington (UK) earlier in the year and has taken time to heal. He's back on track now and has recently shown that he's stronger than ever. At the moment, he is in tenth place with two podiums.

Though Kagayama will not be a title contender this year, this will not stop him from going all-out in the remaining races. The title will likely be decided only in the final round – and maybe even the last race – of the championship in Magny-Cours.

Other team stars are rising in the rankings as well. The European Superstock 1000 championship is well known for epic on-track battles between its young riders. Alstare Suzuki Corona Extra rider Xavier Simeon is only sixteen points behind the leader in this series, and with three races remaining, the title is well within his grasp.



But what makes Alstare so famous in the motorsports world is not only its on-track success, but also the unique visuals that make up the team's identity. It is very highly regarded for its innovative use of graphics which has prompted many other sports teams to follow suit. The fans like the team designs so much that replicas of Alstare bikes can be seen in every country.



The inspiration behind the team's image is the in-house graphics department which produces all team graphics from design through final production.

To empower this creativity, Alstare employs a high-speed SOLJET PRO III XC-540 printer/cutter, which has dramatically increased productivity within the graphics department. All racing bikes, the team's 12 truck trailers, a hospitality unit, and other team vehicles today sport SOLJET graphics. Additionally, everything is printed on Roland media to ensure optimum quality and reliability.

In the world of motorsports – and graphics – figures speak for themselves: about 2,000 meters of adhesive-back vinyl and 1,000 meters of banner media were printed using Roland technology from the start of this season alone. And the XC-540 continues to prove it's up to the challenge – delivering the high-speed performance required to keep Alstare's image on the fast track.



The Ice chair by Kasper Salto.

## NORDIC COOL

There's an air of cool around the designs of young Danish designer Kasper Salto. It comes out in his lines and in the materials he chooses. But 'cool' is not just a shallow façade for Salto. It runs much deeper than that.

**COPENHAGEN, DENMARK** – In the natural world, 'cool' does not co-exist with warm. But that is exactly the sensation you get when meeting Salto in his atelier. The cool interior design complements the building's rich architectural history. Salto's cool appearance contrasts with his warm gestures.

Originally educated as a cabinetmaker, Salto studied at the Danish School of Design where he graduated in 1994. His background includes work as both a craftsman and an artist. This gives him a unique perspective when designing chairs.

"If you only draw the objects, you are confined to a visual understanding of the object," he said. "But that's not enough when you are dealing with three-dimensional objects. Design is more than just drawing some lines and adding colors. It's about knowing the dynamics of the object you are designing and choosing the exact materials needed to realize your vision."

To accomplish this goal, Salto always makes a full-size model of the chairs he designs in the exact materials he plans to use. He perfects these models before showing them to anyone or authorizing their reproduction.

"You need to sit in a chair to really feel it," he said. "It's not enough to just draw it and then make a display model. If you can sit in it, you can feel the dynamics of the chair and find the weak spots in the design as well. You learn your materials, your chair, and your designs a lot better when you go through the whole process."

To create his full-size models, Kasper Salto relies on the Roland MDX-650 milling machine which supports the wide range of materials his designs require.

"It's fantastic," he said. "When you consider all the complexities of the design, you can create them with the MDX. If you can't mill in the exact same material, you can get very close to it. You can mill an aluminum block, for example, if that's what you need. If you need something in Teflon which is often used for bearings, you can also make those. That capability is very valuable. Using the right materials in the right places plays a critical role in designing."

Salto's MDX has changed the way he works significantly. Previously, he used subcontractors to create prototypes for him. This was problematic for two reasons. First, he had to explain his vision for the model repeatedly when requesting a prototype. Second, outsourcing this process was very expensive.

"Prototypes are very important to product development and they are expensive to produce," he said. "If you're able to cut those costs, it has a big impact. By making the prototypes in house, I also have the opportunity to decide which aspects of the chair require additional focus and energy on my part."

Salto first considered purchasing a milling machine while designing the ICE chair.

"The idea was to have one machine that could do everything but didn't take up too much space, since our space is limited," he said.

"We had to consider also that we still needed other machines to help 'feed' the milling machine – like a band saw to cut the material into a reasonable size for the machine to mill. And of course we still needed tools to apply the

finish. But when all of that is taken into account, it's still possible to operate the MDX in a relatively small space. It's a tremendous creative tool and asset to my business."

After this story was written, Salto moved in to a bigger atelier where the MDX milling machine operates today.



(top) Kasper Salto adjusts MDX-650 settings in his workshop. (right) Example of a seat created with the MDX-650.



## AVS AND FREEFORM DIGITAL TEAM UP TO PROVIDE 3D PROTOTYPING TOOLS TO SINGAPORE STUDENTS

**SINGAPORE** – The past couple of years have been especially exciting for Roland 3D Solutions as they have been successfully implemented into the educational system on the island of Singapore.

While not the first time that 3D machines were bought by the schools to enable students to learn technical skills, there was never a complete CAD/CAM solution and the machines were therefore seldom used.



Understanding the needs and requirements, Singapore-based Roland Distributor AVS Technologies Pte., Ltd. collaborated with Freeform Digital, a 3D CAD specialist and Roland reseller, to work toward a total CAD/CAM solution for the schools.

Freeform Digital began by studying the needs of the schools' technical departments. During the various stages of the studies, Freeform Digital conducted several Roland MDX machine demonstrations which generated a lot of feedback from the schools. Finally, after months of engagement, they were able to implement a total 3D CAD/CAM solution for the schools.

Components of the solutions included IronCAD 3D design software for the CAD portion and Roland MDX-20 machines with the ability to both mill and scan. Software and hardware shared a common strength of providing a short learning curve while producing excellent output at a very affordable cost.

Roland CAD/CAM implementations have fostered very good feedback from the schools due in part to the ease of use of the Roland MODELA CAM

software which has made outputting 3D parts and prototypes simple for both the staff and students. Compared to the previous method of hand work, the automated system provides students with much more time for design and production.

Within a short period of 18 months, Freeform Digital has successfully implemented Roland CAD/CAM solutions to 20 secondary schools. The success of the Roland solution resulted in the Singapore Ministry of Education awarding AVS and Freeform a contract to implement additional CAD/CAM machines over several competitors.

Roland 3D solutions are now being adopted by other higher educational programs, including technical institutions, polytechnics and universities. These institutions realize the capability a Subtractive Rapid Prototyping (SRP) device can offer by milling a wide variety of materials whereas an RP machine is very limited. Additional benefits of the program include the large number of SRP prototype models that have been produced by students as well as their cost effectiveness.

AVS and Freeform Digital continue to partner with educational institutions to improve all areas of education using Roland 3D solutions.



## JWX-10 INCREASES PRODUCTIVITY FOR AWARD-WINNING JEWELER

**CHENNAI, INDIA** – Headquartered at Chennai, India, Abhilasha Jewellers Pvt., Ltd. was established in October 2003 by Prakash Chand Jain, Chairman of Prakash Gold Palace Group of Companies.

The company employs 150 and annual sales are 70 million USD. The company manufactures plain, cast and antique jewelry.



Abhilasha Jewellers was awarded the Best Exporter Performance award for the year 2004 to 2005. The company initiated a CAD/CAM department with the aim of converting from traditional methods to state-of-the-art jewelry manufacturing.

Abilasha Jewellers bought a Roland JWX-10 milling machine in August 2005. They feel that the machine is both user friendly and cost effective. Roland JWX-10 has saved production time, reduced manpower requirements, and increased overall productivity. Sales have increased by 25% every year since installation of the device. In addition, they are able to complete customer orders in record time.



Mr. Jain visited a jewelry seminar at Chennai for manufacturers who were using traditional casting methods and happened to see the JWX-10 being demonstrated. A key benefit is its user-

friendly operation. The JWX-10 does not require a user to learn typical CAM software with G-code and M-code. They found that any person with a jewelry background can begin operating the machine in very little time thanks to the included Modela Player 4 software.

Manual design costs once varied from 15 to 75 USD according to the complexity of design; the cost also varied from rings to necklaces. Now with the JWX-10, design cost is reduced to 7 to 36 USD – a reduction of 50%. Overall, the dependence on skilled labor has been reduced. Whereas manual designs required skilled manpower to produce high-cost, silver carvings, the JWX-10 requires fewer skilled people to produce and test high-quality designs.

Almost 60% of jewelry designs are achieved by the JWX-10. The rest is handled manually. With the JWX-10, Abhilasha averages 6 gentlemen's rings per day and 8 ladies' rings per day. In an average month, they create 220 designs including rings, pendants, earrings, necklaces, etc. One obvious example of how the JWX-10 can save time is in the production of earrings. Earrings must be hand-carved manually for both left and right ears in silver whereas they can mirror the design in CAD and quickly mill accurate models. For a necklace, much of the design is symmetric which can be mirrored in CAD and machined with great time savings.



Since purchasing the JWX-10, the design department has been reduced from 30 to 20 people. Productivity has increased by 60%. They have managed to produce more designs according to the customer instructions and requirements in less time. Timely delivery has helped Abhilasha to obtain still more orders, resulting in sales increasing by 25%.

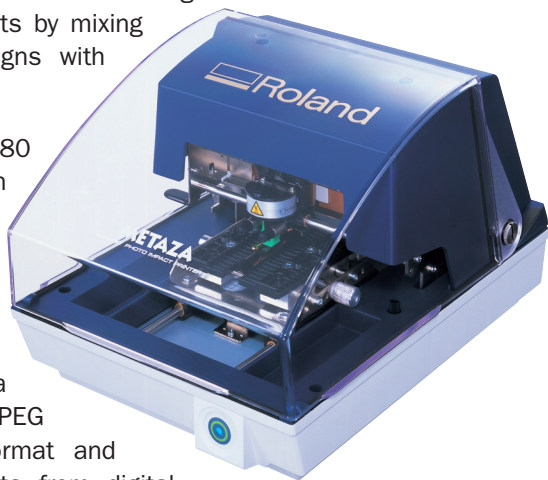
## PERSONALIZE JEWELRY, GIFTS AND PROMOTIONAL ITEMS WITH NEW MPX-80

Roland's new MPX-80 desktop device offers unprecedented personalization capabilities for jewelry stores, gift shops and photography studios.

As Roland's fourth-generation Photo Impact Printer, the MPX-80 can personalize both flat and curved giftware like pens, cuff links and money clips. A new center vise helps keep these items secure during production.

The MPX-80 also has a new vector print mode for producing beautiful graphics, fonts, and crisp logos. This new feature lets users create interesting visual effects by mixing vector designs with photos.

The MPX-80 comes with METAZA Studio. The photo editing software imports data files in JPEG or BMP format and accepts data from digital cameras and compatible scanners. It even helps manage images, add text, frames and borders, remove backgrounds, and rotate text and images. It also supports vector designs, which allows for faster, more precise production of text and line art designs.



## ROLAND'S NEW EGX-350 DESKTOP ENGRAVER IS 50 PERCENT FASTER THAN PREVIOUS MODEL

The new EGX-350 desktop engraver offers a complete, compact professional engraving solution including new Roland EngraveStudio software. The EGX-350 quickly engraves a wide variety of materials to create beautiful indoor and outdoor custom signs, treasured mementos, and personalized gifts, awards, promotional items and apparel. For increased productivity and quick turn-around of finished items, the EGX-350 is 50 percent faster than Roland's previous model. Upgrades include a more powerful spindle motor and an increased maximum spindle speed of 20,000 rpm. The EGX-350 is designed for the highest quality engraving and has been enhanced with a new V-Carving mode that produces an attractive hand-carved look. To further ensure easy operation and quality results, the EGX-350 also includes an automatic surface detector which accurately detects the height of the material (Z-zero) for consistent engraving depth throughout the production process.\*

Included Roland EngraveStudio offers a wide variety of features that make it easy to add and edit graphics and text as well as combine varying engraving depths for a truly hand-carved look.

\* Automatic surface detector works with included Dr. Engrave software and does not support all shapes or designs.

## NEW SOLJET PRO III XJ PRINTERS DELIVER EXCEPTIONAL SPEED AND PRECISION

The new high-performance PRO III series of eco-solvent inkjet printers is Roland's fastest line of SOLJETs to date, combining exceptional print speeds with photorealistic 1440 x 1440 dpi image quality for the ultimate in six-color CMYK+LcLm digital printing.

Offered in 74" and 64" models, the XJ series addresses every need of today's production shop and excels at high-volume printing of banners, signs, billboards, vehicle and fleet graphics and wraps, flexible-face signage and more. High-quality imaging and Roland's Precision Firing Pattern™ make the XJ series ideal for indoor graphics as well, including posters, POP displays and fine art reproductions.

The XJ series features scratch-resistant ECO-SOL MAX ink, the industry's best-selling ink for durable graphics applications. It comes in six colors (CMYK+LcLm) and supports a full range of coated and uncoated media from vinyl and banner to backlit film, canvas and mesh.

For optimum performance, the XJ series offers a host of features that both automate and expedite the production process. To support high-speed unattended printing, the XJ series comes equipped with an integrated tri-heater system and optional dryer/blower unit that accelerate the ink drying process. These can be used in tandem with the XJ's advanced heavy-duty media feed and automated take-up system for flawless prints at even the highest print speeds.



## ROLAND EXPANDS ADVANCEDJET PRINTER LINE WITH NEW 74" AJ-740

The new 74" AJ-740 joins the 104" AdvancedJET AJ-1000, highly regarded as the fastest printer in its class. Featuring Roland's powerful AdvancedJET grand-format engine, the AJ-740 is also built for high-speed applications, offering an impressive maximum print speed of 872 sqft./hr. and a precision print mode of 473 sqft./hr. These accelerated print speeds make the AJ-740 ideal for volume printing of banners, billboards, vehicle and fleet graphics, and other outdoor signage.

Featuring six ultra-wide piezo print heads and an advanced Precision Firing Pattern, the AJ-740 produces brilliant CMYK+LcLm graphics on both coated and uncoated media with excellent results at even the highest print speeds. The optional MU-740 Mesh Printing Unit attaches and detaches quickly for easy direct printing onto economical unlined mesh media.

Unlike other industrial printers, the AJ-740 can be kept running around the clock with very little maintenance and fine tuning. Automated maintenance eliminates the need for daily manual cleanings while keeping heads, caps and wipers performing optimally. To support unattended printing, the AJ-740 features a high capacity ink delivery system and advanced media handling and take-up system supporting up to 220 lb. rolls.



## NEW ADVANCED SUBLIMATION INK AND HIGH-CAPACITY INK SYSTEM NOW AVAILABLE FOR THE HI-FI EXPRESS FP-740

Roland has introduced a new optional high-capacity ink system and low-cost sublimation ink for its Hi-Fi Express FP-740 74" sublimation inkjet printer.

The new HeatWave BU-1 optional high-capacity ink system and SBL2 sublimation ink together support long, unattended production runs and deliver exceptional colorfastness to FP-740 sublimated graphics. The new SBL2 ink is the company's newest and most advanced HeatWave ink formulation to date. SBL2 images well on lightweight, flexible fabrics for vivid color flags, banners and textiles that are easy to handle, inexpensive to ship, and safe to install.

The new SBL2 ink produces rich, high-density colors and dries quickly. SBL2's advanced formulation creates a very fine dot pattern for maximum ink transfer to the final fabric. As a result, sublimated graphics reflect flawless, even ink coverage and deep, vivid colors with absolutely no banding.

