

Custom-made Roller Blinds

Produced with Roland Printers

AARLE-RIXTEL, NETHERLANDS – Artex knows innovation. Established more than 60 years ago, Artex produces semi-finished roller, fold, plissé and slat blinds and is always on the look out for new and innovative technologies. In 2005, the company began a partnership with Roland DG for the digital production of roller blinds. The results have been outstanding: in the next year Artex expects to produce about 50,000 digitally printed custom roller blinds.

Artex was founded in 1947 in Aarle-Rixtel, near Helmond in the Netherlands. In 1990, Artex became part of a multinational company, and currently has more than 200 employees. Originally, Artex' main focus was weaving, but now it controls the complete production process - from weaving, washing, painting and coating to printing and pleating.

For years, Artex' R&D group researched ways to eliminate the use of pigment inks and transfer techniques for its finished products. Technology specialist Eric Hendrikx and his colleagues tested different brands of digital printers and the Roland SOLJET SJ-1045 grand format printer ultimately emerged as the clear leader. Eric Hendrikx explains the advantages of digital printing: "The new generation of digital printers is faster, better and cheaper. Thanks to the digital printers, we can offer our customers very detailed work and a wide variety of color combinations. And, compared to more traditional production methods, it's easy to add capacity. Roland DG helped us with the transfer to digital technology and the implementation of our new production environment. We currently use six Roland printers that produced about 115,000 square meters during the past year."

Artex prints using two passes bi-directionally at a speed of 18 to 19 square meters (194 to 205 sqft) per hour. The company is currently investigating opportunities to optimize efficiency by adding more digital printing capacity. Roland DG remains the provider of choice. Eric Hendrikx said, "Last year, Artex won an important competition for being the best curtain manufacturer. Key among the criteria the judges used were quality and punctual delivery, which required excellent planning and collaboration with our partners and reliable, efficient machines. Roland DG offers us the high level of service we need. Maintenance is executed at prescribed times and is done very thoroughly. Our employees also follow the maintenance guidelines and thanks to this good cooperation, we can count on excellent and consistent results from our printers. Roland DG is the ideal partner for all of our digital printing needs."



(above) Example of digitally printed roller blinds

(left) Eric Hendrikx explains how Artex incorporates digital printing into its production process

"Roland DG is the ideal partner for all of our digital printing needs."

– Eric Hendrikx

STARLINE Graphics

Customizing Motorsports Vehicles

PESARO, ITALY – Roberto Marchionni founded Starline Graphics in Pesaro, Italy, in 1987 to design and customize helmets for the motorsports industry. Over the years, Roberto has grown his business substantially to meet the needs of racing drivers and their teams.



Roberto Marchionni applies his designs to a helmet

These days, he serves traditional racing markets as well as go-karts, motocross, enduro off road racing, MotoGP (grand prix motorcycle racing) and pocket bikes.



Roberto Marchionni and several of his creations

Starline specializes in precision design, attention to detail, and innovative use of the newest materials and technology. They have built a solid reputation for quality design and workmanship. To maintain their edge in the fast-paced world of racing, Starline's talented designers require highly accurate and dependable equipment.

After carefully researching its equipment options, Starline chose Roland's VersaCMM SP-300V printer/cutter, citing its outstanding versatility and reliability. Starline uses its VersaCMM to print and cut a wide variety of graphics, and can supply stickers and other vinyl graphics on demand for helmets and motorcycles.

Over the last few years, Starline's partnership with Roland has yielded important professional successes. Starline is now a well-established presence in the motorcycling field and counts among its clients many famous and respected drivers including Valentino Rossi, Nicky Hayden and Loris Capirossi. With help from their Roland VersaCMM, Starline's graphic design professionals are able to guarantee creative and custom-made designs for their fast-moving clients.

AstSigns Chooses Roland DG

Using Technology to Deliver Quality Service



AstSigns uses its AdvancedJet AJ-740 and two SOLJET PRO IIIs to produce vehicle graphics for Eddie Stobart trucks.

CUMBRIA, U.K. – AstSigns is an award-winning vehicle graphics, sign and print company that wraps and produces signage for about 2,000 vehicles a year. AstSigns also provides all types of outdoor signage, indoor banners and pop-ups, as well as professional print services.

AstSigns is an industry leader in the UK's vehicle graphics arena and produces signage for a number of national haulers, including the UK's most famous logistics company, Eddie Stobart.

In March the 30-employee company invested in Roland DG's wide format technology, citing Roland's proven track record of delivering quality machinery and premium service.

AstSigns initially purchased a 74-inch wide Roland DG AdvancedJet AJ-740 printer, and in April, it further bolstered its Roland DG firepower with the installation of two additional 64-inch wide SOLJET Pro III XJ-640s. All three machines replaced others from a rival wide format manufacturer.

AstSigns owner and managing director, Mark Aston, said that the reason behind the investment in Roland DG equipment was the high quality of its wide format technology and the guaranteed level of service and support that Roland DG offers.

"The printers use ECO-SOL MAX inks and produce fantastic graphics on a variety of substrates, but the real clincher for us was the

fact that Roland DG would guarantee next day service levels," Mark said. "As a businessman I need to know that the technology I invest in is backed with real support. So far, we have installed three Roland DG wide format printers which we use for all the Eddie Stobart work, and I expect there will be more in the near future."

Roland DG (UK) Managing Director Jerry Davies said: "Today's customers expect far more than just high quality technology; they need to know that the manufacturer has the right levels of service to support their business. Roland DG (UK) has invested heavily to ensure that it has the requisite infrastructure in place to guarantee this support. Our field support is coupled with initiatives that allow customers to download software upgrades without charge. Roland DG (UK) is the partner of choice for the business-savvy sign-maker and printer."

AstSigns was established six years ago by Mark Aston, who has 15 years of experience in the sign-making industry. Last year Mark Aston was named businessman of the year at the Cumbria Business Awards.

AMG's Dream Machine

PORTLAND, OREGON, U.S.A. – When Apparel Manufacturing Group (AMG) co-founder Devin Wright first saw the Roland Hi-Fi Express FP-740 74" sublimation printer in action, he knew he had found his dream machine.

Since its inception in 1995, AMG has evolved from a start-up screen printer of T-shirts and other apparel items into a market leader in the fast-growing sublimated apparel and soft signage industries. Serving major athletic apparel manufacturers including Nike and Castelli, AMG relies on the most sophisticated technologies and equipment around. Since implementing two Roland FP-740 sublimation printers, the company has more than doubled its productivity – sublimating as much as 10,000 square feet of fabric a day.



Devin Wright, AMG Co-Founder

"We have always been passionate about technology and innovation and that is what led us to Roland," Wright said. "When we reviewed the FP-740, we looked at four aspects of the printer – throughput, image quality, ease of maintenance and overall engineering quality. We've seen every sublimation printer out there and have owned digital sublimation equipment for seven years. Nothing comes close to the Roland FP-740. Other printers are like toys by comparison. The FP-740 is a true industrial, production printer."

According to Wright, throughput was a key issue in selecting the FP-740 and critical to the success of the business given AMG's sizeable clients and their rigid deadlines.

He cites the FP-740's size, production speed and the advanced features of VersaWorks including Variable Data Printing as major factors in expediting production.



AMG's Castelli jerseys in action

"Before we had the Roland equipment, we could not produce 95 percent of what we are producing now," he said. "For example, a project that previously took us 14 days to output took 12 hours using the Variable Data Printing feature in VersaWorks. And the precision of the printer is unrivaled. We are producing up to 250 feet of fabric at a time – the entire length of a roll – and the printing is accurate within .001 of an inch."

As the backbone of the AMG operation, the Roland FP-740s are operated for one and a half shifts each day producing everything from T-shirts for microbreweries to Olympic garments for Nike athletes and even FDA approved medical garments. They have already produced thousands of cycling jerseys for Castelli and produced boxing uniforms for the Olympics for China, Thailand and the USA.

In addition to its flagship line of technical athletic apparel, AMG also relies on the FP-740s to produce pop-up banners, giant inflatables, and soft signage for trade show exhibits.

In tackling new applications and markets, Wright and his team of 40 employees rely on Roland's technical support and product management staff.



Roland FP-740

Castelli jerseys printed on the FP-740 sublimation printer.



"We have always been passionate about technology and innovation and that is what led us to Roland."

– Devin Wright



World Cup promotional banners were printed on the XJ-740 and displayed all over the island.

Winning Graphics at Kiteboard World Cup 2008

Roland SOLJET Pro III XJ-740 Sets the Stage!

PAROS ISLAND, GREECE – Top professional kiteboarders from all over the world gathered in Greece in June for six days of relentless competition at the Paros Kiteboard World Cup 2008. Sponsored by the Paros Kite Pro Center and KPWT, organizers of the World Kiteboard Cup circuit since 1999, this year's championship competition became a major televised event drawing huge crowds to the beautiful island of Paros.

To set the stage for the 2008 World Cup, the printed graphics played a key role. Months in advance, event organizers began reviewing print providers, taking into consideration guidelines provided by the People of Greek Tourism Organization, a major event sponsor. The goal: to create visual excitement with the highest print quality and excellent color fidelity. Margaritis Hlias, owner of a large Paros sign making company, was selected for the job.

Hlias has been working with Roland technology for years. He purchased his first SOLJET 54" printer/cutter five years ago, citing the integrated Print & Cut capabilities as a major advantage for his business. He said, "I am very satisfied with the Roland which is the only printer brand I will own. I believe that Roland inkjets offer the best price/performance of any printers on the market today."

Hlias has since upgraded his production environment with the addition of a new Roland SOLJET PRO III XJ-740 featuring Roland Intelligent Pass Control™ technology, which he used to produce high-quality banners and flags for the Kiteboard World Cup. For this important event, he printed 250m² of banner and flag media, running his SOLJET for three days straight. These graphics were used to frame the event's stages and decorate fences throughout the stands. Event organizers were very satisfied with the results, giving Margaritis Hlias one more successful story with his Roland equipment.

Analyzing Human Bipedism

LPX-600 Integral Part to the Study

BARCELONA, SPAIN – Recently, the University of Barcelona acquired an LPX-600 3D laser scanner for its Anthropology students. Under the Department of Animal Biology, the students have since applied this powerful tool to the development of an interesting project studying aspects of human anatomy.

According to Dr. Alejandro Pérez-Pérez, full professor for Physical Anthropology in charge of the LPX-600 project, the study is focused on locomotion and biomechanics. He said, "It is estimated that tendon and muscular problems in the shoulder affect more than 70 percent of the human population at one time or another. These issues could be related to the fact that we walk on two feet. To walk straight up impacts the superior extremity. By comparison, four-handed

primates and other mammals rarely suffer shoulder disorders."

Dr. Perez-Perez explained that the prevalence of shoulder issues in humans suggests that some aspect of the human anatomy is not very adapted to bipedism. The study calls for a three-dimensional analysis measuring surfaces and volumes of the articular sections of the shoulder blade and the humerus. The findings may reveal some of the causes behind human shoulder issues.



Dr. Alejandro Pérez-Pérez and Paul Núñez in the office where samples are produced

The project is underway in collaboration with Dr. J.M. Potau of the Department of Obstetrics-Gynecology, Pediatrics, Radiology and Anatomy at the University of Barcelona's Faculty of Medicine.



Roland LPX-600 3D laser scanner

The LPX-600 laser scanner will prove key to the study's success. The LPX is scanning data from EZStudio software for analysis and exporting the data in STL and DXF file formats to other applications for further analysis. The scanning team obtained sample data from different time periods to create a historical comparison. The results will reveal new information about the evolution of the human anatomy.

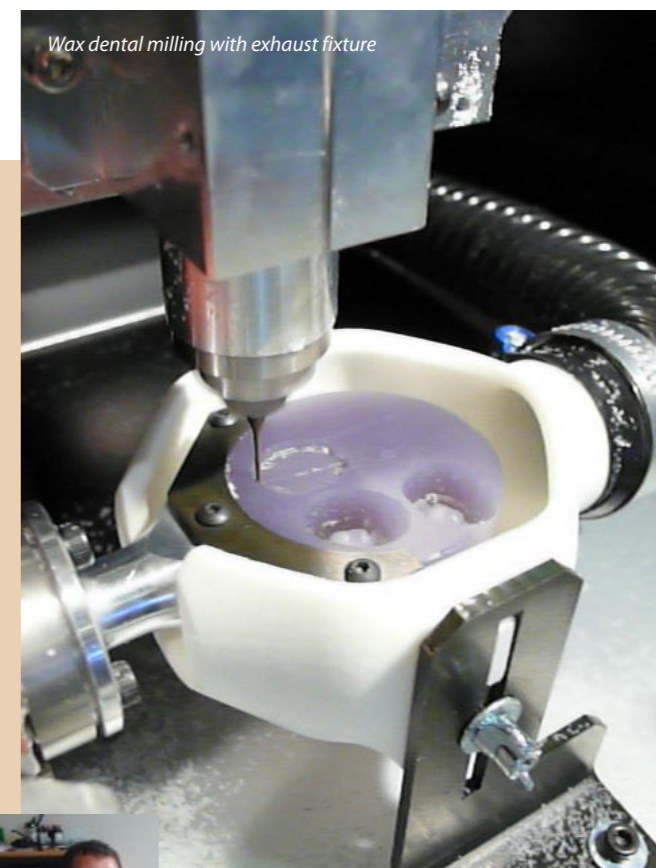
Solutions for Dental Restoration Industry

MALMÖ, SWEDEN – Roland3D, a subsidiary of Roland DG Scandinavia, has spent more than two years developing a dental restoration solution in close cooperation with Danish company 3shape, the market leader in dental scanning technology and dental modeling software. The result is an integrated CAD/CAM system using the Roland JWX-10 as the milling platform. The system is now undergoing final testing and is expected to be available for sale in the fall under the name Arcila Dental Solutions.

The system is based on a D-640™ dental 3D scanner and DentalDesigner™ modeling software, both developed by 3shape. The milling is done on a Roland JWX-10, equipped with a special fixture for wax and Zirconia blocks. Zirconia is a ceramic material uniquely suited for dental applications. When sintered at 1500 degrees Celsius, it hardens and reaches a strength that surpasses most other ceramic materials. This strength makes it possible to build copings, crowns and bridges from Zirconia, eliminating the need for metal substructures in dental restorations. The hazardous dust produced by Zirconia milling is controlled and removed by a special exhaust fitting on the JWX-10, thus allowing dry milling.

Compared to other dental CAD/CAM systems, the Arcila system is affordably priced, easy to use, and has a quick production cycle. These factors allow dental laboratories and clinics of all sizes to purchase their own milling system, providing them with complete control over quality and production schedules.

In Malmö, Sweden, dental technician Mikael Hegedus has been watching the development of dental CAD/CAM closely for years and has used several different systems in his laboratory. When Roland3D approached him to be among the first to test the Arcila system, he immediately jumped on board. Today, Mikael's Arcila system is the first to be used in full-scale laboratory production. In this setting, high quality, system stability and cost-effective production are essential. The JWX-10 has consistently provided excellent results, milling in both wax and Zirconia.



Wax dental milling with exhaust fixture



Mikael Hegedus in his office in Malmö, Sweden

"The Roland3D system is great. The scan results are the best I've seen from a 3D scanner, and the modelling software is powerful yet easy to use. In many cases, the quality of the JWX-10 millings surpasses what we can make by hand. The fit to the tooth is perfect – every time."

Since a skilled craftsman can produce a wax coping by hand in a matter of minutes, the CAD/CAM process must be simple and fast. The Roland 3D system completes the entire scanning and modeling process within five minutes. It can also work unattended while milling, leaving the technician free to start the next job. In Mikael's view, it is only a matter of time before CAD/CAM will be the generally accepted way to produce dental restorations.

The next step for Roland3D is migrating the new technology to other Roland milling machines. A proposal for the MDX-540, using a tool changer and multiple fixtures, seems especially promising. Mikael Hegedus will continue to work with Roland3D and will be the first to test upcoming products within the dental arena. Roland3D is expecting to offer the Arcila system to dental laboratories throughout the Roland Scandinavia distribution channel this fall.

Roland believes in the quality of its products, and Roland DG Scandinavia CEO Bent Corlin will do more than just discuss the advantages of the Arcila system - he will soon be among the first to receive one of its commercially produced Zirconia crowns.

For more information about the Arcila system, please visit www.roland3d.dk/arcila.

"The Roland3D system is great. The scan results are the best I've seen from a 3D scanner, and the modeling software is powerful yet easy to use."

– Mikael Hegedus

Archimedes' Ideas

RUFFANO (LE), ITALY - Mauro Chiarillo, owner of "Le Idee di Archimede" (Archimedes' ideas) has had a passion for woodworking since he was a child. Growing up, he created objects out of pieces of scrap wood from the carpenters in his neighborhood. As his skills grew, Mauro made boxes and simple objects for relatives and friends. Later, while studying electronics, he used wood to give shape to his projects.

Mauro's first job was working for a company that designed and built merry-go-rounds. While there, he discovered his gifts of creativity and imagination. Mauro eventually left the company to open his own laboratory of ideas, where the children's fancies that are inside all of us can take shape.

Mauro enjoys giving these ideas a form. "Creating handcrafted toys is very interesting

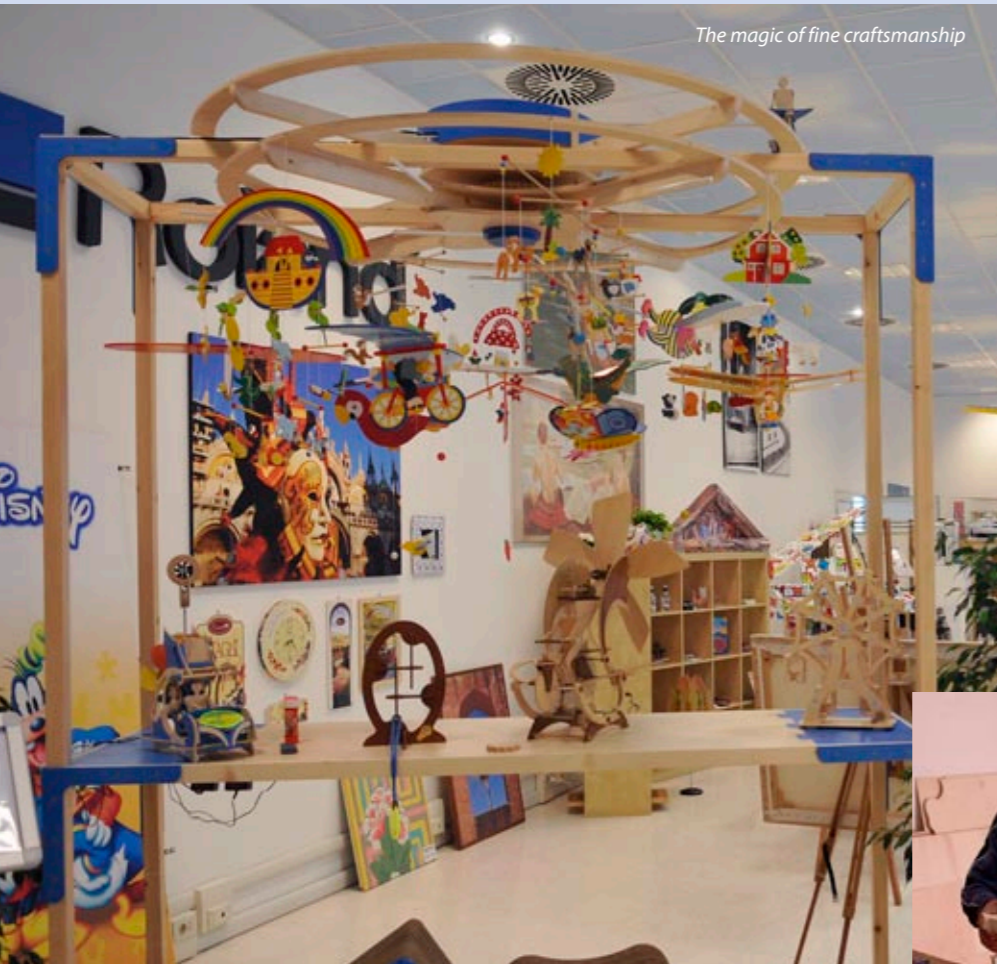
work and creates a positive outlet for children," said Mauro. "Today, children are giving more and more of their attention to television and computers, which can make them passive observers rather than active participants in play." Mauro believes that his colorful toys allow children to give their imaginations free rein and assist in developing their natural creativity.

Typically, Mauro's creations are inspired by his dreams. When he has a design idea, he first sketches it by hand, then works out the design elements on his computer. Once the virtual project is ready, he enters what he finds the most beautiful and interesting phase of the project: cutting the wood and assembling the first prototype.

Mauro creates his works of art with a Roland EGX-600 benchtop engraver. Using this powerful tool, he gives shape to all the big and little parts that will be brightly painted and assembled into the finished toy. Mauro keeps all of his prototypes, making his shop into a sort of toy museum that fascinates adults and children of all ages.

Roland's EGX-600 gives Mauro the ability to create exactly what he dreams, and to share his imagination and creativity with children around the world. His story truly embodies the Roland philosophy: Transforming imagination into reality.

The magic of fine craftsmanship



Mauro Chiarillo assembling his creations



Roland EGX-600 engraver

"Creating handcrafted toys is very interesting work and creates a positive outlet for children."

– Mauro Chiarillo

Milan Museum Showcases Life of Leonardo da Vinci

Roland VersaCMM Recreates da Vinci Masterpieces

Story and photo contributions courtesy of Dario Zocco of Large Format Magazine.



A few da Vinci masterpieces printed on the VersaCMM

MILAN, ITALY – At Milanese Carnival 2008, the renowned National Museum of Science and Technology showcased a comprehensive exhibit on Leonardo da Vinci's life and his relationship with the city of Milan. The exhibition was held in the Loggia dei Mercanti, near Piazza Duomo, and was open to the public. In all, it was a great opportunity for adults and children alike to get to know the artist and study his most famous works of art – all through the magic of digital printing technology.

To recreate Leonardo's art, the museum management team produced special banners on MacTac canvas, each featuring reproductions of Leonardo's masterpieces. These impressive fine art pieces were produced on a 54" Roland VersaCMM SP-540V printer/cutter equipped with scratch and weather-resistant ECO-SOL MAX inks from Roland.



According to Ivana Nefori, manager of Exhibition Design and Graphics for the National Museum of Science and Technology, the Museum relies on Roland printing technologies to reproduce all the new graphics it displays, using different large format images and text for each unique exhibit and workshop. The digitally printed banners for this exhibit reflected the rich, vibrant colors and detailed imagery of the original works and fascinated Museum visitors. Many could not resist the temptation to view the details up close and even touch the digitally printed graphics.

"Thanks to Roland, fine art applications shine here at the National Museum!" Nefori said.

The Museum layout is designed to communicate "on a grand scale" with digital exhibits printed using Roland eco-solvent large-format printers. These new areas and the Museum's interesting thematic workshops are

highly accessible to the public. These venues allow visitors to view new Museum projects as they are taking shape.

Today, the Museum is in a constant state of change, mounting new indoor and outdoor displays on an ongoing basis.

"Hundreds of visitors each day have the opportunity to view and even touch the many displays, wall and floor graphics, and interactive panels inside our halls," Nefori said. "Our outside exhibits are fully resistant to the harsh sunlight and other outdoor elements that can impact the durability of fine art. With Roland eco-solvent inks we have total peace of mind: the applications are durable, the image quality is exceptional and the colors are permanently brilliant!"

"Thanks to Roland, fine art applications shine here at the National Museum!"

– Ivana Nefori

Creativity at Yakyuryokaihatu

TOKYO, JAPAN – Japanese food company Yakyuryokaihatu Co., Ltd. recently installed a Roland VersaCMM VP-540 54" printer/cutter to upgrade its in-house production capabilities.

Managers at the company chose the VP-540 after seeing its performance during an exhibition. They were impressed by the VersaCMM's vivid color production, its contour cut function, and the wide range of supported applications, as well as by the low emissions from Roland's ECO-SOL MAX inks. Finally, they appreciated the VersaCMM's economical running cost when compared to aqueous inkjet printers.

"Our business is related to food – managing organic grocery stores and wine bars and distributing imported organic health food as well," said Masayuki Karasawa, assistant manager of planning for Yakyuryokaihatu. "We can create a variety of retail graphics with the VP-540 to promote our

business including posters, POP displays, menu boards, banners and window signs. We can also create event signage for new product launches. We quickly improved both our creativity and productivity with the VP-540."

According to Karasawa, the company selected the VP-540 to eliminate the manual processes that previously slowed down its production environment. "We used to cut out labels by hand with utility knives and scissors," he said. "Now, even complicated shapes can be contour cut quickly, precisely and automatically using simple commands with Adobe Illustrator. Operating the VP-540 is very easy for anyone to learn – it works just like our other office color printers. In addition, with the VP-540, we can produce small lot labels in runs of 50 pieces or less. This would be too costly to outsource."

In the future, Yakyuryokaihatu is planning to use the VP-540 to produce its product packaging designs. Since the VP-540 works as a stand-alone vinyl cutter, designers can first cut gold or silver vinyl into logos, and then combine them with printed graphics. Yakyuryokaihatu is confident the VersaCMM will be able to produce comps that are as professional and realistic as the final product. "With the VP-540, we have the confidence and the ability to take on more challenging new projects," Karasawa said. "We are eager to see what else the VersaCMM can do for us."



Small lot labels for Yakyuryokaihatu's new products printed on the VersaCMM VP-540.

Prototyping with Flair

BRAUNSCHWEIG, GERMANY – Mango Design develops prototypes, 3D visualizations, graphics and interfaces for several large international clients. In its 15-year history, Mango Design has become famous for award-winning product design.

“Design is the soul of the product, and design and technology together create excellent products.” With this vision, Marcus Anlauff and his wife Andrea founded Mango Design in the early 1990’s. In the beginning, they made models by hand. Several years ago they converted their model production to Roland milling machines. Today, Mango Design makes prototypes and models for cars, mobile phones, headsets and other products for a prestigious client list that includes the likes of Nokia, Blaupunkt and Vivanco.



Founder
Marcus Anlauff

Marcus Anlauff explains: “I first saw Roland milling machines at a trade show and I loved them immediately. The software and hardware were very easy to use; even designers who don’t have the relevant

education can operate the machines. Now we use our Roland machines to develop mock-ups and prototypes and to create intricate parts for all sorts of products. Thanks to these machines, we can work with great precision in small lot production, which is impossible when you work manually. What’s more, we are no longer dependent on external suppliers and have control over every element of the process.”

Anlauff has three milling machines: an MDX-650 3D milling machine, an MDX-40 and an MDX-15. He praises their reliability and many performance features, citing precision and ease of use as the machines’ most important advantages. Anlauff recently bought a fourth axis for the MDX-650. He explains, “With this axis, we are



Nokia car phone developed by Mango Design

able to mill even more complex models. We can now mill all sides of the polyurethane without having to interrupt the milling process.”

Marcus Anlauff dreams about bringing his own products to market. He said, “At the moment, we’re working on a retro radio and using our Roland machines to mill the prototypes. We hope this project will become a success. In this business, every job is a new challenge. No job is like the previous one. This provides some uncertainty, but also makes the work very exciting. With Roland milling machines, our chances of success have increased substantially.”

Worldwide Showcase of Creative Excellence

First Roland Creative Center Opens in Italy

ACQUAVIVA PICENA (AP), ITALY – According to the famous Russian Olympic high jumper, Valery Brumel, true success in life is driven by the heart. Explaining his own championship record he said, “It is very simple. When I got close, I threw my heart beyond the bar and my body simply followed it.”

It is this kind of passion that drives so many in the world of athletics and in the creative world as well. To celebrate great creative achievements, Roland has launched the first in a series of international Creative Centers in Acquaviva Picena, Italy. Roland Creative Centers will soon be located internationally, bringing together a distinctive collection of creative works from top Roland artists and craftsmen worldwide.

“Our Roland Creative Center has opened a ‘flood’ of creativity by Roland users,” said Mario Picchio, CEO of Roland DG Mid Europe. “Gallery

visitors are amazed to discover how many applications are possible using Roland products. The creativity of our customers is endless.”

In Italy, the Roland Creative Center showcases a range of different applications for the company’s broad product line. The focal point of the gallery is a striking kitchen and great room including sofa, table and dinner service – all customized with the FP-740 sublimation printer. R-Wear clothing is featured with fashionable rhinestones, and professional photographic reproductions – including a large-format print of Valery Brumel – hang on the gallery walls. Visitors can also examine the high precision and versatility of MDX machines and EGX



(above) Exhibits at the new Roland Creative Center. (right) The ribbon cutting ceremony.



engravers through the milled drinking cups, wooden toys and other art forms on display. Roland’s presence in the professional racing industry is represented as well with decorated helmets, jerseys and other symbols of the sport.

“We are very excited to bring all this innovation to company visitors,” said Mario Picchio. “There is amazing creative talent among Roland customers and we are proud to honor their achievements in this way.”

Jonas Chun’s Lab of Ideas

SÃO PAULO, BRAZIL – With over 6,000 photo shops, most of them equipped with their own laboratories, few countries have a photo market to rival that of Brazil. Here people say there are three things you’ll find wherever you go, from large urban centers to the smallest towns: the church, the grocer’s and the photo shop.

Supported by a culture that loves visual images, increasingly Brazilian photo shop owners have diversified their businesses to take advantage of new market opportunities. Jonas Chun’s shop is one of the best examples of this diversification.



Jonas with the XC-540.

Jonas is not only a very successful businessman; he is also among the most sought-after photographers in cosmopolitan São Paulo. Jonas came to Brazil’s capital with his family in the 1970s, and at 15 began working in his father’s photo shop. “My father was one of the founding members of the Korean Photography Society,” he said. “I can truly say that photography runs in my blood. I think only in images.”

At 21, Jonas opened Instancolor, now one of the best-known professional photography studios in the region. Jonas was a visionary entrepreneur: he was one of the first businessmen in Brazil to own a minilab Noritsu QSS-1501 and later a B2B market-oriented Fujifilm Frontier digital minilab. From the beginning, his boldness and strategic vision have helped his business flourish.

Today, more than 25 years after opening his shop, Jonas is once again leading the way in revolutionizing the photography market in Brazil. Four months ago Jonas improved his production platform by acquiring a Roland SOLJET PRO III XC-540 54” inkjet printer/cutter. With the SOLJET’s wide range of capabilities, he is meeting the needs of his customers for large-format digital printing services and anticipating expansion into new market segments.

“Specialized photo processing labs are giving way to stores equipped with digital printing technology,” said Jonas. “In addition to Roland’s resolution quality, cutting precision, easy ink cartridge replacement and low power consumption, another strength is ECO-SOL MAX eco-solvent ink. With ECO-SOL MAX, I can work in the shop without special ventilation systems. For this reason and its overall cost-effectiveness, the XC-540 has exceeded my expectations.”

Jonas is currently focusing on XC-540 applications involving adhesive-backed vinyl, canvas, polyester, PVC and transparencies. With additional features such as fast drying time and up to three years of water and UV resistance, ECO-SOL MAX inks provide excellent color coverage on these media options and many others. Aided by his Roland XC-540, Jonas has let his imagination take wing.

“Now services such as photographing a wedding end up being a party for me too,” he said. “I can ‘play’ with the endless possibilities the XC-540 opens to me. I recently

created a sequence of eight 200 x 130 cm polyester panels showing a couple’s special moments and displayed as a surprise during the wedding ceremony.”

He continued, “This is only one of many possible applications. After all, the XC-540 accepts over 100 media options!”

“The XC-540 has exceeded my expectations... I can play with the endless possibilities the XC-540 opens to me.”

– Jonas Chun



XC-540 Printer/Cutter



Jonas showing one of the pictures printed by the XC-540 to decorate the wedding party ballroom.

Toyota Yaris Wrap Me Contest



on May 5, 2008 in front of Siam Paragon department store in Bangkok.

"The response to our vehicle wrapping contest was very enthusiastic," Mr. Chanchai Charoenlapdilok, of TOYOTA Motor Thailand. "In the three months the contest ran, more than 30,000 people visited the Website, and we received 2,300 entries from all over the country. Fifteen designs were selected to go to the final competition on May 5th.

The panel of judges for the contest included Thailand's top graphic designers along with famous singers and celebrities. The judges selected the four winners on site and presented them with their awards. Throughout the day, the audience was able to view the Yaris cars, customized with a wide variety of designs in vivid colors. To add to the excitement, SVOA Public Company, Ltd. used its VersaCMM and SOLJET machines on site to produce stickers and graphic designs for free T-shirts, and provided vehicle wrapping services for Yaris customers as well. Around 3,500 people attended the day-long event.

"It was the first time that such a large vehicle wrapping contest was held in Thailand; therefore, it was especially important that we find the right partner to provide quality graphics and vehicle wrapping, along with excellent service and support," continued Mr. Charoenlapdilok. "We were very pleased when SVOA Public Company, Ltd. offered to partner with us for this event. The results far exceeded our expectations."

SVOA Public Company, Ltd., Roland's master distributor in Thailand, printed the finalists' colorful graphic designs using a Roland VersaCMM VP-540 54" printer/cutter and a SOLJET 104" SJ-1045IS grand-format printer. The graphics were then wrapped on 15 new Yaris cars and brought to the final competition where judges selected the top four designs.

BANGKOK, THAILAND – This spring, Toyota Motor Thailand Co., Ltd. held its first vehicle wrapping design competition, the Yaris Wrap Me Contest. The contest was organized to motivate talented young people in Thailand to share their best graphic designs and to promote Toyota's newly redesigned Yaris car. Contestants were asked to visit www.yarisme.com and enter their designs online. The winners were announced

The Power Behind Digital Jewelry Prototyping

Roland MDX-15 Provides Exceptional Precision

TAIWAN – Efalien Co., Ltd. is a leading manufacturer of jewelry and accessories offering a diverse product line ranging from earrings, necklaces, buttons and hair clips to mobile phone accessories and more. Serving product designers across the fashion and accessories industries, the company had relied on manual processes for years to produce its sample prototypes. Creating samples manually was a slow, laborious process and fraught with quality control issues. Also, manual processes made it difficult to coordinate between the research and development and production departments. An automated workflow was clearly needed to keep the business moving forward.

At the 1988 Personal Computer Application Exhibition in Taipei, Efalien owner Xiaoquan Zhu discovered the solution to his production problems: the Roland MDX-15 3D milling machine paired with Rhinoceros 3D CAD software. At the time, Zhu had no CAD experience, so he embarked on product training through Roland Taiwan.

"Roland Taiwan has supported us well," Zhu said. "Going from manual processes to digital 3D milling was easy with the exceptional training we received and after sales support."

Soon Zhu had mastered the MDX's basic operation and was well versed in the production processes critical to his growing business. The addition of

the MDX gave him the rapid prototyping capabilities he needed. Before Roland technology, it had taken several days to create a single sample. Once the MDX was up and running, he could produce three or four samples in a day – all with the exceptional precision of Roland milling technology. Revisions to designs are much easier as well, involving simple edits to digital files.

Today Zhu is very satisfied with his production environment and with the MDX – so much that Efalien Co., Ltd added an MDX-40R in 2006. Currently, 95 percent of the company's production is completed digitally using Roland milling technologies.



Xiaoquan Zhu and his Roland equipment, the MDX-40R and MDX-15



The finished product

Mouth-Watering Colors are Key for Food Industry

Roland Provides the Solution for Attractive Point of Purchase Displays

TOKYO, JAPAN – MCC Food Products Co., Ltd., a leading industrial food company headquartered in Kobe, Japan began producing promotional graphics for its sales branches in-house about ten years ago. For many years the company used a water-based printer. However, employees struggled with color management and were not able to produce appetizing colors for the food images displayed on POP graphics.

"It is very important for us to present advertising images that stand out and make our food look delicious," said Takao Fushiki, manager of MCC's Promotional Planning Group of Eastern Japan. "We saw the Roland VersaCMM VP-540 printer/cutter at a trade show and knew it was the right solution immediately. With the VP-540, the food always looks real, and we can quickly respond to urgent requests from our sales branches, even when the graphics are needed the next day."

MCC cites ECO-SOL MAX ink as key to the color accuracy of VersaCMM graphics and relies on the ink's many other benefits as well. Fushiki said, "ECO-SOL MAX ink is water resistant and ideal for producing menus and posters for restaurants. Also, ECO-SOL MAX has virtually no odor so we can use the VP-540 in our office."

MCC prints product sample menus as a sales tool to show its food products to customers. Restaurant clients also receive special POP displays and posters customized with their names. To produce these graphics as well as the banners displayed in the company's trade show booth, MCC runs the VP-540 nonstop everyday.

MCC Food Products produces thousands of banners and posters each year. This year, the company plans to produce additional promotional items using the VP-540's Print & Cut feature, including T-shirts with heat-transfers and window graphics.

"We also offer some of our clients VersaCMM graphics to promote

their private label brands," said Fushiki. "With this versatile machine, we can offer an even wider variety of promotional items for both our industrial goods products and our private brands."



(above) MCC's booth decorated with banners and posters produced on the VP-540

(left) Fushiki with MCC's VP-540

First Ever

I ♥ my Roland PHOTO CONTEST

IRVINE, CALIFORNIA, USA – More than 100 contestants sent in their best shop photos in hopes of winning the first-ever "I Love My Roland" photo contest, Roland's 2008 international search for the most creative, outrageous and dedicated Roland enthusiasts anywhere. At press time, judging was completed and participants were eagerly awaiting the results, to be announced in late August. Twenty five finalists will be chosen, with the grand-prize winner receiving his or her choice of a FREE trip to SGIA August 15th – 18th in Atlanta, Georgia or a FREE 5-day Carnival Cruise.

To win, participants were asked to send in photos of themselves with their Roland equipment along with a short note on the topic "Why I Love My Roland." The contest was open to customers of all Roland products, with judging based on each entry's personality, creativity and sheer enthusiasm for Roland.

In addition to the grand prize, the winner will be featured in an upcoming Roland DGA advertisement to appear in U.S. trade publications. Finalists will receive a plaque and recognition on the Roland DGA Web site. Hundreds of stickers, tattoos and hats were given out throughout the contest to eligible entrants, and everyone who participated will be considered for future Roland public relations opportunities.

To view the contest winners, log onto www.rolanddga.com/love.



"We love our Roland because the image quality and durability are absolutely amazing. It lets us produce every job better and faster."

– Garage Graphics, Stanton CA, USA



Print & Cut in the Fast Lane

Roland Sponsors Poulsen Motorsport in the DTC Race Series

DENMARK – The connection between large format integrated printer/cutters and race cars may not seem obvious at first, but look closely at race car graphics and you'll quickly understand how these two industries work together to achieve great results.

Carefully designed, printed and cut vinyl stickers and sponsor graphics are applied to the car's own stylish design to supercharge the race car's image.

Roland DG Scandinavia will soon place its own print and cut technology squarely in the fast lane as proud sponsors of two of the world's racing greats at the 2008 Danish Touringcar Championship (DTC) race series: the Poulsen Motorsport team and last year's DTC winner, Michel Nykjaer. Nykjaer's BMW 320si will sport Roland graphics for the crowds during the nationally televised series of 8 races.

"We believe this is a wonderful opportunity to sponsor a great racing team," said Thor Johansen, communications manager for Roland DG Scandinavia. "Our partnership demonstrates our ongoing commitment to the racing industry. Sponsoring Michel Nykjaer's car allows us to promote Roland's products to the general public while also maintaining a strong focus on one of our key market segments, the sign market."

So the next time you see a race car - think Print & Cut! Because along with all the horsepower and roaring motors, digitally printed and cut graphics play a big part in producing a car that's racetrack ready.

Everyone's a Winner

Roland DG Supports Stone Brothers Racing with Truck Wrap

SOUTHBRISBANE, AUSTRALIA – When you're given the challenging task of wrapping the Stone Brothers Racing (SBR) transport vehicle and semi-trailer do you:

- A) Try to get the job done quickly and inexpensively;
- B) Palm it off on a sign shop to organize; or
- C) Get corporations and educational institutions involved and make it a great day for all?

If you're Roland DG and 3M, the answer is definitely "C."

Roland DG has had a long association with tertiary and TAFE educational institutions as part of the Roland DG education program. Students from the Queensland School of Printing and Graphic Arts (QSPGA) at the Southbank Institute were invited to help wrap the truck. The students would gain invaluable practical experience, learning on the job from some of Australia's best applicators, and would have a unique opportunity to be part of the biggest vehicle wrap of its kind in the Asia-Pacific region, and quite possibly in the world.

Business Manager of 3M Australia, Gino Farina explains why his company became involved in the project. "We were delighted to partner with Roland DG and SBR to work on this exciting project, which provides significant benefit to the community through the involvement of the TAFE students."

The project took place at Brisbane's Southern Truck Centre. Staff from Roland DG, including Scott Strothers and John Wall, along with 3M's Chris Cook and Steven Lambourne (and support staff from Clegg Media), QSPGA's Sean Dewar, and staff from SBR were on hand to help the students. The students, Melissa Stephenson, Nathaniel Deering, Simon Watts, Adrian Rowe and Jon Hewitt, were all apprentices completing Certificate III in Offsite Construction (Signwriting/Computer Operation) at Queensland's Southbank Institute.

As the photos make clear, wrapping a vehicle this size is no easy task. In total, the team had to completely wrap the transporter plus the A and B trailers. A total of 450 square meters of wrap was required to complete



Applying the printed graphics



XC-540 Printer/Cutter

"We were delighted to partner with Roland DG and Stone Brothers Racing to work on this exciting project."

– Gino Farina

the job. In consultation with 3M, Roland DG decided to use 3M Controltac Plus IJ180Cv2-10 with Comply v2 adhesive IK180Cv2-10 and 3M Scotchcal Gloss Overlaminates 8518. These films were chosen for their ease of application and the high gloss "wet paint" look, ideal for high quality vehicle graphics. To complement the film, Roland DG ran the project on two SOLJET PRO III's, the XC-540 54" wide-format printer/cutter and an XJ-640 64" wide-format printer, using Roland ECO-SOL MAX inks to print the high quality graphics.

For the students, the opportunity to work on the project provided both practical training and exposure to the industry.

QSPGA's Sean Dewar said, "The students thoroughly enjoyed participating in such a large scale workshop. Industry experiences like this workshop build student confidence and develop the skills necessary for succeeding in this dynamic industry. We are grateful for the support of companies such as Roland DG and 3M which provide industry partnerships and

cutting edge equipment, and help us deliver industry-relevant courses."

"Events like this are so important because they bring the industry and education facilities together," said Dewar. "The result is a more qualified, more experienced graduate who is able to do the job right from day one, thus saving employers thousands of dollars in lost time, training and wasted materials. We hope more companies will follow the excellent example set by Roland DG and 3M."



Stone Brothers Racing semi-truck

Sign & Digital UK Builds Success for Roland DG

BIRMINGHAM, U.K. – Roland DG UK had its most successful domestic exhibition ever at Sign & Digital UK 2008, the annual three-day digital and signage showcase in Birmingham, U.K. The company made its first sale 20 minutes after opening and sold out of available machines by the end of the first day.

Roland DG UK Managing Director Jerry Davies said, "We were very pleased with the high level of interest in the Roland DG UK booth. The unprecedented number of sales and leads generated at this event is a testament to the quality of our market-leading wide format solutions, the Roland UK team and our newly established and growing network of premier reseller partners."

While the Roland DG UK booth featured all of the products in its extensive portfolio, the company's overarching theme was the wide format spectrum of products and technologies for applications ranging from posters and banners to printed leather shoes, blinds and even a baby grand piano.

Live vehicle wrapping demonstrations from US-based Digital EFX Wraps, given by owner Matt Richart, also drew impressive crowds to the booth.

"The range of products that can be made with the right wide format equipment is limited only by one's imagination," added Davies. "Printers and sign makers are interested in more than just speeds and feeds; they want to know about the types of additional market opportunities the machine's capabilities can offer. Our wide format printers provide leading-edge technologies for a wide range of applications, making the investment in Roland's wide format machines very attractive."

At Sign & Digital UK, Roland DG UK also announced the winners of the inaugural Roland Academy Inter-School Challenge, a design competition for schools in the Walsall area. Students were asked to design eye-catching graphics inspired by the theme "the regeneration of Walsall." A team of two schoolchildren, Kirsty Ryan and Stacey Taylor from Barr Beacon Language College, submitted the winning entry, which was judged on its use of color, image and clarity of message.

The winning design will now be produced in large format as a series of banners to surround the current construction site of the New Walsall College. In total, more than 60 students from six schools in the Walsall area submitted entries.

"The range of products that can be made with the right wide format equipment is limited only by one's imagination."

– Jerry Davies



A corner of the Roland DG booth at Sign and Digital UK 2008.



Roland DG's Peter Kettle with Kirsty Ryan, Stacey Taylor and their winning entry in the inaugural Roland Academy Inter-School Challenge.

Roland Debuts World's First UV Printer/Cutter



The new Versa UV LEC-300 30" UV inkjet printer/cutter is the only wide-format printer on the market today that prints and contour cuts designs and also beautifully finishes them with clear coating.

With the LEC-300, the range of profitable applications is endless. The LEC-300 prints CMYK + White + Clear on a wide range of substrates for unmatched color, texture and dimension. Clear coating adds remarkably rich special effects ranging from the thinnest high-gloss finish for area highlights to thick, custom-textured effects such as faux leather, crocodile skin and even Braille.

The LEC-300 supports PVC self-adhesive vinyl, well suited for textured wraps. Compatible papers include metallic options, great for eye-catching labels, decals, POP displays and posters. The LEC-300 also prints original patterns and corporate logos directly onto synthetic and natural leathers, window coverings, tapestries and other interior décor items. Pair the LEC-300 with specialty substrates including coated and art paper for offset printing, mesh materials for embroidery, cast coated and metalized paper, foils, BOPP, PE, PET film, synthetic paper and more.

With the LEC-300, you get the benefits of Roland's industry leading print/cut technology for one seamless workflow that makes production a breeze. Roland's new inks are the latest generation of UV inks. In addition to being safe in any environment and delivering durability for both indoor and outdoor prints, they produce brilliant color that won't crack when flexed or stretched. The LEC-300 comes with VersaWorks 3.0 RIP software, featuring a host of productivity tools including the Roland Color Matching System, the Max Impact Preset and Variable Data Printing.

New! VersaArt RS Series 54" and 64" Inkjet Printers

The new VersaArt 64" RS-640 and 54" RS-540 with ECO-SOL MAX ink printers combine the latest technologies from Roland's award-winning VersaCMM and SOLJET PRO III series in a compact and easy-to-use printer platform.

Roland's newest eco-solvent inkjet printers are ideally suited for the production of large indoor and outdoor graphics including signs, POP/POS materials, banners, vehicle graphics and wraps, and even soft signage, textiles, and other fabric and canvas graphics.

VersaArt prints reflect the highest image quality thanks to Roland Intelligent Pass Control™ technology, a unique three-dimensional ink firing system that precisely controls droplet size and placement for exceptionally smooth results every time. The VersaArt supports a wide variety of media including popular new low-cost fabrics.

VersaArt printers are built for productivity. The 64" RS-640 achieves print speeds of up to 12.7m²/h (136.7 sqft/hr) in standard print mode. Both models come complete with VersaWorks 3.0 RIP software, featuring the Roland Color Matching System, the Max Impact Preset for richer color contrast, Variable Data Printing and more. The VersaArt is a low-maintenance device, is Energy Star certified, and carries Roland's new Eco-Label for environmental compliance.

Roland Introduces New Jewelry Modeling Solution

Roland has introduced the JWX-30 jewelry modeling solution, a state-of-the-art desktop mill equipped with powerful jewelry design software. The JWX-30 allows jewelry designers to transform their ideas into extremely precise wax models of rings, pendants, bracelets, brooches, earrings and cufflinks.

Designed to enhance creativity, the JWX-30 quickly mills a wide range of wax master models with intricate detail and perfect symmetry. Bundled JewelStudio™ software automates laborious tasks such as replicating left and right earrings, and reducing model weight to meet client demands.

The JWX-30 offers high-speed, automated production with its powerful 30,000 rpm spindle and 100W DC Brushless motor. The desktop mill also generates fine precision up to 0.00125 mm/step to produce every subtle nuance of jewelry CAD designs. The JWX-30 comes with a unique double-edged cutting tool that yields exceptional detail.

The JWX-30 comes bundled with Roland JewelStudio™, powerful jewelry design software that can both digitize hand-sketches and allow users to quickly draw the design in the software with intuitive, step-by-step instructions. JewelStudio comes with an extensive library of gem shapes, sizes and types, making it easy to modify jewelry sizes or subtly alter designs. On-screen models can be tilted and rotated with finesse equal to holding a real model in your hand. This facilitates the approval process and helps ensure customer satisfaction with the final piece.



New! VersaWorks 3.0 RIP Software

Roland is pleased to announce VersaWorks 3.0 RIP software, developed by Roland engineers for the company's wide-format inkjet devices. VersaWorks 3.0 is our most advanced RIP software to date, combining powerful features with an easy-to-use interface for outstanding results print after print.

VersaWorks 3.0 has been reengineered based on the latest Adobe CPSI engine (3018). The newest version of VersaWorks is faster and more precise than ever before, and has been upgraded with new print server functions allowing users to manage up to four Roland inkjet devices simultaneously. VersaWorks 3.0 offers support for Roland's GX series cutters, allowing professionals to manage stand-alone cutting operations or pair a Roland cutter with a Roland inkjet printer for print/cut applications.

VersaWorks features proven productivity tools including the Roland Color System for easy, precise spot color matching, the Max Impact Preset for richer color contrast, and Variable Data Printing. VersaWorks includes embedded ICC profile support, ink level adjustment tools, software proofing capabilities and advanced cropping, tiling and nesting options. VersaWorks supports Windows 2000/XP and Vista. VersaWorks 3.0 is available free for current Roland customers at www.rolanddg.com



Roland Develops New CAM Software for RP & Custom Rapid Manufacturing

Roland has introduced SRP Player Pro – new CAM software that is compatible with all Roland MDX SRP® milling devices, delivering exceptional ease of use and precision surface finishing – all at an affordable price point.

Ideal for all rapid prototyping and custom rapid manufacturing applications, SRP Player Pro excels in production environments where speed, tight tolerances, and smooth surface finishes are critical. SRP Player Pro uses advanced polygonal smoothing technology to achieve smooth surfaces using STL files. It also takes IGES files and generates tool paths directly, without converting them into polygonal data. As a result, finished parts reflect smooth surfaces and accurate, tight-fit precision.

Designed for ease of use, SRP Player Pro offers a straightforward and intuitive workflow throughout the entire production process. The software simplifies production using illustrated prompts that guide users through each step.

SRP (Subtractive Rapid Prototyping) – starting with a solid object and removing unwanted material – has several advantages over traditional 3D printing. Roland MDX desktop milling machines cost significantly less than 3D printers and produce prototypes out of a wider variety of non-proprietary materials with greater precision and better surface finish. The technology is also better suited for a wide range of custom rapid manufacturing applications including prototyping for structural, thermal, and electrical testing.



Tradeshows and Events

SEPTEMBER

5	Roland DG Academy Launch	Aalborg	Denmark
8	Institute of Industrial Arts and Technology Education Conference	Sydney	Australia
3-6	Sign a Rama Australasian Expo	Gold Coast	Australia
4-6	Skiltefagmessen	Frederecia	Denmark
4-6	NBM Sign Business and Digital Graphics Show	Indianapolis	Indiana
4-7	Seoul Gift Show	Seoul	Korea
7-9	JAA Jewellery Fair	Sydney	Australia
7-9	Orhopa	Paris	France
8-9	The Education Show	Melbourne	Australia
9-12	Logis-Tech Tokyo	Tokyo Big Sight	Japan
16-18	PSI	Paris	France
17-20	Grafima	Beograd	Serbia
23-26	Micronora	Besancon	France
23-28	Photokina	Koln	Germany
24-25	Sign Trophy	St. Petersburg	Russia
24-26	Viscom Europe	Paris	France
26-27	Kyushu Sign & Design Display Show	Fukuoka	Japan

OCTOBER

10	Sign A Rama	Zurich	Germany
10	Sign Trophy	Novosibirsk	Russia
17	Sign Trophy	Riga	Latvia
1-3	Tekniikka	Jyvaskyla	Finland
1-3	11th Design Engineering & Manufacturing Solutions Expo	Osaka	Japan
3-5	Imprinted Sportswear Show	Ft. Worth	Texas
4-5	GSW	Helsinki	Finland
6-9	Invox	Brno	Czech Republic
7-10	Effektiv Produktion	Frederecia	Denmark
8-9	Label Forum Japan 2008	Tokyo	Japan
8-11	Expodental	Milan	Italy
14-16	Total Print Expo	London	UK
15-17	SGIA	Atlanta, GA	USA
15-18	Woodworking	Lahti	Finland
16-18	Viscom Sign Spain	Madrid	Spain
20-22	The 5th International Home Fashion Fair	Tokyo	Japan
21-22	TCT Rapid Prototype Development & Production	Coventry	UK
22-25	Druck & Form	Sinsheim	Germany
29-Nov 1	Visual Impact Image Expo	Sydney	Australia
30-Nov 1	Viscom	Frankfurt	Germany

NOVEMBER

3	Color Workshop	Irvine, CA	USA
4	Productivity Workshop	Irvine, CA	USA
14	Sign Trophy	Samara	Russia
4-6	USSC	Atlantic City, NJ	USA
4-7	SEMA	Las Vegas, NV	USA
6-9	Kosign Show	Seoul	Korea
11-14	Reklama	Moscow	Russia
13-15	Viscom Italy	Milan	Italy
14-16	FunExpo	Lyon	France
20-22	Design and Technology	Birmingham	UK

DECEMBER

3-6	Euromold	Frankfurt	Germany
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