

R-WORLD

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Whimsical Illustrations help launch "Imagine" Campaign

WORLDWIDE – Calling it the most powerful word in any language, Roland DG recently launched a new global branding campaign themed "Imagine," featuring the work of children's illustrator Mark Rogalski.

The new "Imagine. Roland" slogan fits perfectly with the company's culture, history and products. Roland products, whether its musical keyboards, inkjet printers or milling devices, allow creative professionals to bring their imagination to life...transforming a sketch into an engagement ring, taking a blank canvas and making it a masterpiece, creating a magical castle from an ordinary building.

"Rogalski's art gives vitality to the 'Imagine' concept while demonstrating the creative potential of all our technologies," said Roland DGA Creative Director Patrick Kersey. "Rogalski's images are bold and imaginative, yet sophisticated, too, with enough detail in them to keep your eye discovering things. That element of surprise is what engaged and delighted us."

Rogalski's images also made a splash earlier this year at the 2009 International Sign Expo in Las Vegas. A 20 x 8 foot laminated floor graphic featuring Rogalski's "Steam Train Aeroplane" illustration welcomed visitors into the booth which included Rogalski graphics on printed banners and reproduced on virtually every Roland inkjet.

An acclaimed children's book author and illustrator from Strafford, Pennsylvania, U.S., Rogalski has a background as an editorial cartoonist, screen printer, set designer, graphic designer and freelance illustrator. Rogalski's recent work in children's literature



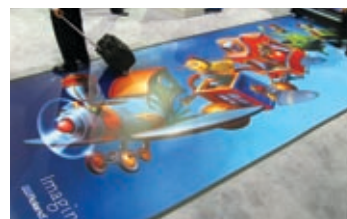
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Roland booth at ISA

has been recognized by the 2009 Book Show Awards, the International Reading Association Awards, and in the Communication Arts 47th Illustration Annual.

For more information on Mark Rogalski, visit www.markrogalski.com.



"Rogalski's art gives vitality to the 'Imagine' concept while demonstrating the creative potential of all our technologies."

*– Patrick Kersey,
Roland DGA
Creative Director*

MDX-20 Chosen for Cost-Effective Engraving

AARHUS, DENMARK – Mister Minit is a franchise company headquartered in Japan whose stores provide shoe repair, key copying, engraving and watch repair. Henning Mogensen owns one of the Danish Mister Minit shops, situated in StorCenter Nord in Aarhus.

Mogensen's shop is quite small, with interior space of no more than 13' x 13' (4 x 4 meters). In addition to shoe repair, the store also offers name plates and engraving. Mogensen has owned the shop for two years, and before that worked for 16 years in a similar shop.

"A little more than a year ago I read in a Danish computer magazine called *Alt om Data* a review of various milling machines and their applications," Mogensen explains. "The test showed that the value of a Roland MDX-20 milling machine was easily the best on the market. But the article concluded that milling machines are still too expensive for ordinary people to afford. And then I thought that if it is too expensive for ordinary people, maybe I could afford it in my shop."

He pursued the idea and contacted Roland who sold him an MDX-20. The advantages of using a milling machine for engraving are easily evident. For one thing, it is much less expensive to change fonts on a milling machine. An ordinary set of engraving fonts typically costs \$1,437 (€1000), but the MDX-20 features a wide range of included fonts. Furthermore, you are always certain that the material is centered when using a computer. "Doing the job the traditional way, you often have to work quite hard at getting the plate centered," said Mogensen.

He continued, "The MDX-20 is perfect for my needs because it is so small. It fits perfectly where it is placed."

Roland MDX-20



MDX-540 Subtractive Rapid Prototyping for Microscale Medical Applications

TENNESSEE, UNITED STATES – Ask inventor and successful entrepreneur Joe Matteo why he chose Roland's MDX-540 Subtractive Rapid Prototyping milling machine and he'll start by naming the many substances the MDX-540 can process. "The driver for me was the broad choice of materials. I wanted to use the parts produced as actual prototypes, so I was looking beyond fit and finish," said Matteo. "With the MDX, I can machine our devices in, for example, aluminum, Delrin, Teflon and PEEK to test the best material for our applications."

Mr. Matteo was the founder and President of NanoTek, LLC where he led the development of microfluidic instruments for rapid synthesis of radiolabeled compounds for function medical imaging. NanoTek, acquired by Advion BioSciences, Inc., is the scientific leader in microfluidics systems for chemistry and biochemistry applications. They produce instruments for microfluidic synthesis of tracers or radio-labeled imaging agents used for diagnostic testing, primarily for cancer. Their instruments use micro-scale channels and micro reactors to rapidly optimize and produce imaging tracers. Mr. Matteo served as Advion's Chief Technology Officer, and has recently left to pursue development of new instrument technologies as an inventor and entrepreneur once again.

Manipulating solutions at the micro or nano scale brings with it the benefit of enhanced chemical properties. However, to achieve these properties, scientists must manipulate very small volumes at very high pressure. Maintaining pressures as high as 1000 psi (pounds per square inch) requires that the prototype parts have extremely accurate fit and finish to create tight seals. "I've been very impressed with the accuracy of the milling. The seals I can create using the MDX-540 are tight enough for us to actually use the prototype to run the experiment," said Matteo.

Since these demanding applications require that the devices endure organic solvents, high temperatures and high pressure, Matteo seeks a balance of material properties in the materials he mills. To accelerate the prototype-to-production process, Matteo frequently mills a single prototype from several different materials. "I've made the same part with polysulphone, Teflon and PEEK – tested at temperature, under vacuum and using

organic solvents. Then we use the part in our experiments to see which one performs best. This allows us to refine our own process pretty rapidly," said Matteo.

Materials that have the requisite strength, can withstand high temperature and are chemically inert are generally not inexpensive and Matteo appreciates being able to minimize material waste when milling. He has built a fixture for the MDX-540 that allows him to use a block of material that is only 0.500" (12.6mm) longer than the part he's milling and 0.050" (1.26mm) wider and thicker. To speed setup and reduce waste, Matteo uses the MDX's Handy Panel and the Virtual Panel to guide the machine in locating the center of the part.



This complex part is made from glass-filled Teflon, which provides good mechanical strength and heat resistance up to 300 degrees Celsius.

Matteo also uses the MDX-540 to make multi-part molds, laying out the design in SolidWorks into a single assembly and then manufacturing the entire mold in one production run. Matteo values the MDX-540's reliability and excellent performance, and often maximizes his work schedule by running the machine overnight or on the weekend.

"Reducing costs and increasing the number of iteration cycles in the development process is critical for high technology products to be successful. The process of product development is really accelerated by having this machine. It has allowed me to cost effectively make parts I wouldn't previously consider attainable. The versatility and accuracy are outstanding," said Matteo. "I rely on the MDX-540 to get our products to market quickly."



The exterior of Roland DG Mid Europe's new showroom in Lyon, France

Roland DG Mid Europe Debuts New Showroom, Creative Center and Web 2.0 Services

LYON, FRANCE – Roland DG Mid Europe is getting closer to its customers and demonstrating the added value of Roland solutions with several new tools: a new showroom in Lyon, new applications and services, the Roland Creative Center and the Roland DG Academy.

In line with its philosophy of getting closer to customers, Roland DG Mid Europe has inaugurated a new show room in Lyon, France. At this sales site, Roland exhibits its top-of-the-line digital printing, engraving and 3D milling machines. The branch office in Lyon, strategically positioned in the south of France, will collaborate with the Paris office to provide outstanding service in the region.

Roland designed the new showroom to meet customers' demands efficiently and effectively. Moreover, with an additional showroom, the company provides a wide range of potential clients with the possibility of evaluating Roland products in a high-quality, dedicated environment.

Roland has now two functional centers in France, both placed in key demographic areas.

Laurent Blasquez, general manager of Roland DG Mid Europe in France, commented on the new Lyonnais showroom: "The implementation of the new sales area in Lyon is valuable

for a number of reasons. The first is of a geographic nature: the Rhône-Alpes area is heavily industrialized and dynamic. It has the industry and PME structures that comprise our core business. Furthermore, this industrial basin has always been a very important area for our end users. With a showroom in the area, we will be able to demonstrate our products and support our sales network in the best possible way."



The home page of the French Roland Blog

In addition to this operation, Roland DG Mid Europe also developed a series of innovative web 2.0 initiatives to develop a creative and interactive world that brings the company closer to its customers. In this virtual world, the

customer becomes an active part of the company by interacting with the firm in a mutual growth and learning process.

First among the changes is the complete graphic redesign of the Roland DG Mid Europe web site. The new design allows a visitor immediate access to all of the resources on the home page, with the products and applications always in the foreground. On the site, events and news can be easily consulted and interesting news items are immediately accessible thanks to dedicated buttons.

From the home page, it is also possible to reach three new areas within Web 2.0, with links to Flickr, YouTube and the Roland Blog. The YouTube channel contains several videos showing how the machines work and how to create unique and interesting applications. On Flickr, Roland placed a variety of photo sets dedicated to Roland products and applications.

Roland has also initiated a French corporate blog to share information on events, products and marketing ideas applicable to visual communications. The Roland Blog is a journal that allows visitors to better understand Roland through interacting with other blog participants.

Bio-Racer Cycling Apparel: Approved by Champions

TESSENDERLO, BELGIUM

No doubt you've already seen it... maybe you've even worn Bio-Racer apparel. That's possible because worldwide countless amateurs, pros and world champions wear Bio-Racer cycling apparel. Several national cycling teams (road, track and cyclo-cross riders) wear the apparel produced by this Belgian company.

Bio-Racer was founded in 1984 by Raymond Verstraelen, who was a cyclist and coach of top cyclists for many years. He wanted to use his experience and technical knowledge to realize his vision: developing cycling equipment and apparel that is literally made to measure. Increasing the comfort for the cyclists is his ongoing passion. The first challenge he undertook was to improve the posture of racers on a bike. Verstraelen developed a measuring system that takes physical height, shoulder width and length of the feet, legs and arms into account. This Bike Fitting System immediately proved its worth and became a standard measuring system in the world of cycling.

Improving the cyclist's comfort on the bike is just one aspect of Bio-Racer's mission. The company kept looking for solutions for other comfort problems that cyclists have to face and began working to produce a line of cycling apparel that is completely in tune with the wishes and needs of cyclists. Some of the company's well-known innovations in this field are the use of Lycra, the invention of a seamless chamois and the development of new fabrics.

The Bio-Racer innovations are renowned in the world of cycling. Through the years, the company became the market leader in cycling apparel in the Benelux countries, and its products are highly regarded in many other countries as well. Several national teams wear Bio-Racer sportswear at world and European championships and the Olympic games. Recently, the American cycling team began wearing Bio-Racer sportswear.

Bio-Racer sportswear printed with FP-740



Bio-Racer had been using screen printing for the production of its designs, but in the last couple of years, the company has added digital printers to its production environment. Koen Vekemans, a former professional cyclist who now works for Bio-Racer, explains: "We were looking for a technique to print smaller jobs. With screen printing, you need to print at least 50 pieces in order for the run to be cost effective. For digital printing, on the other hand, the number of pieces doesn't matter. At the moment, we use two Roland sublimation printers and print about 40% of our orders digitally. We are convinced that this amount will increase even more in the future. The advantages of this technique are huge: the ability to cost-effectively produce small runs, the number of colors we can print in one production run, the small space required for the machines, and the practically unlimited design possibilities. Moreover, digital printing is a fast

production method. We once did the test: the time you need to print 200 pieces digitally in six colors is shorter than when you print the same amount using a semi-automatic screen printer."

Bio-Racer is the only West European company with cycling apparel production all under one roof. The building in Tessenderlo houses everything from design, printing and sublimation to production, packaging and shipping of the apparel. To keep up with the increasing demand, the company has set up additional production facilities in the Czech Republic, Slovakia and Tunisia.

Today, Bio-Racer also develops apparel for ice skaters, athletes and triathletes. Accessories, breathable patches (called ReSkin) and leisure wear complete the product line. For more information about Bio-Racer, please visit www.bioracer.com or www.reskin.eu.

Roland Inkjet Line-up Runs Around the Clock

BARCELONA, SPAIN - CiroSport is a company specializing in cycling apparel production. The company's experience in this market has allowed it to develop and produce its own pieces and resulted in the creation of the brand, "Inverse."

Today, 48 employees in three facilities provide cycling apparel to more than 27 countries, with the majority of sales occurring in Spain, Portugal, France, the Netherlands and Norway. CiroSport manufactures its products using both in-house and outsourced production facilities. To produce the more than 25,000 pieces manufactured each month, over 180 liters of ink and 279.86 sqft. (26,000 m²) of sublimation paper are consumed.

These figures have contributed to CiroSport becoming the number one cycling apparel

producer in Spain and the fifth largest producer in all of Europe.

Over the last 16 years, the company has been looking for ways to satisfy the demand from the emerging cycling apparel market. Victor Peral, CiroSport's director of production, tells us about the company's origins: "Cycling jerseys were initially made of wool and the designs were printed with traditional sublimation technology."

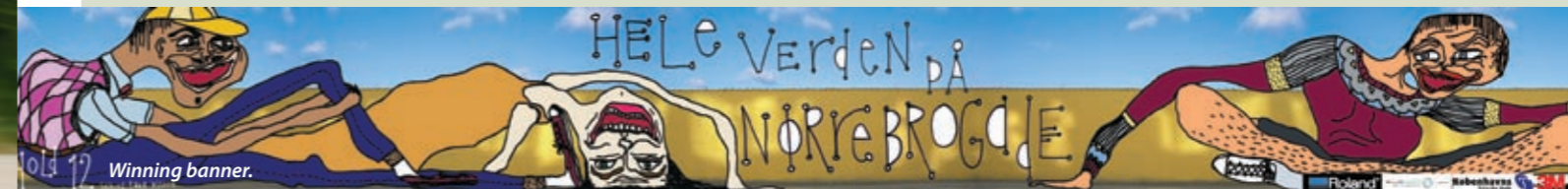
Today, the market demands new products and the ability to produce a large number of pieces. These are the reasons why CiroSport decided to acquire Roland's cutting edge equipment. To keep up with demand, CiroSport runs its five Roland machines an average of 18 hours per day. CiroSport owns two Hi-Fi Express FP-740s, a SOLJET Pro II SJ-645EX, a Hi-Fi Jet Pro II FJ-540



CiroSport uses Roland inkjets to produce sublimated cycling apparel.

and a VersaCAMM SP-300V. Victor Peral notes: "The two FP-740s are often running more than 20 hours a day."

With digital printing technology, CiroSport is able to print mock-ups before the final production without incurring the large running costs associated with other technologies. Another advantage of digital printing, notes Peral, is that CiroSport uses the same device for both sample printing and production, so the results match perfectly with the first proofs. "When the project is approved," said Peral, "we are certain to offer the same high quality in the final production."



Winning banner.

Roland DG Challenges Copenhagen Students in Green Branding Campaign

COPENHAGEN, DENMARK - As an extension of the Roland DG Academy in cooperation with Copenhagen Technical Academy, Roland DG North Europe recently initiated a competition for students called Roland DG Challenge '09. The theme of the competition was "Copenhagen as a green metropolis."

As part of the Challenge, competing students were asked to come up with imaginative



graphics proposals branding the busy street of Nørrebrogade as an environmentally friendly shopping area.

A total of 15 student groups signed up on May 14th at noon and were given until 8:00 a.m. the following day to brainstorm, create and print a banner measuring 32.8' x 4.56' (10 x 1.2 meters) along with a poster, a sticker, T-shirt and logo, all of which had to be incorporated into the branding campaign. All these elements were produced using the PRO III XC-540 and VersaCAMM VP-300 printer/cutter at the school.

Seeing the XC-540 print the large banner was especially rewarding for the students. They reported that the intense 20-hour competition was an extremely positive experience, one which forced them to focus, persevere and cooperate. For Roland, the competition



Two of the winning students

provided a positive way of engaging with students, as well as showing them some of the many Roland printer applications.

It was difficult for the panel of four judges to choose a winning entry from among the many high quality submissions. After a short delay, the winning group was announced to the anxious crowd of students. The winning campaign was described as both bold and fun with a lot of warmth in the choice of colors as well as good utilization of the XC-540 and VP-300's capabilities.

Roland DG aims to make the competition a recurring event and hopes that the two printer/cutters at the Roland DG Academy will help many more students fulfill their imaginative visions.

Creating Realistic Packaging Prototypes for the Food Industry



Packaging prototype produced on the Roland LEC-300 (right) along with final package (left).

CHIBA, EAST JAPAN – DispKOGA is a design company specializing in soft packaging for food distributors and manufacturers. DispKOGA's designers begin with a careful review of their clients' needs, then they design and produce prototype packaging. Once approved by the client, DispKOGA creates DTP data for final gravure printing of the packaging. When the project is completed, DispKOGA delivers the design data and printing instruction sheet to the client.

In many cases, DispKOGA is asked to design packaging on a tight schedule, sometimes without even having the opportunity to look at the products themselves. They produce package designs for convenience stores and supermarkets, as well as prototypes, brochures and other marketing materials for exhibitions. They have a simple photo studio in the office and the company president, Mr. Koga, takes photos of products himself if necessary.



Mr. Koga, president of DispKOGA

"Speed is the most critical element for most of our jobs," said Mr. Koga. "When we are creating packaging for the private brands of supermarkets and convenience stores, our delivery deadline is typically within one week. Moreover, we frequently receive an order for several items at once, on a very short delivery schedule. It is not unusual for us to have a one-day turnaround for a new product advertisement, presentation or project for evaluation by the client."

Mr. Koga notes that almost all candy packaging uses white ink for either base or spot color. However, only a few printers can print white. Several years ago, the company used heat transfer printing and solvent printers but they were not satisfied with the color output and drying time. They looked at getting a UV printer but at that time the machines were too large for their office. DispKOGA had given up on using UV technology until they saw the Roland VersaUV LEC-300 at an exhibition. They were immediately impressed with the density of the LEC-300's white ink printing.

"After using this printer, we are extremely satisfied with the density of the white ink," said Mr. Koga. "The LEC-300 produces consistent white printing on clear film, which is wonderful. Because of the high density of the ink, we can overprint CMYK colors on white without modifying the original graphics. Our designers are very pleased with its color reproduction. Although the printing speed is not as fast as some non-UV printers, we do not need to allow for drying time. We can send out samples as soon as they finish printing. We are currently working with media manufacturers to try out various media. We can even offer same-day delivery for an urgent request."

He continued, "We always want our designs to be as realistic as possible. When our customers examine the prototype, they look at our design very closely. The LEC-300 helps us impress our clients. As a specialized package design company, that is a point on which we cannot compromise. Our niche market is small, but we are pleased to say that you can find the goods we produce in shops all over Japan."

"Generally, people think designed objects should be displayed for the public to appreciate. However, our designs are made to be thrown away. If our designs are found in a garbage can, that indicates people ate and drank goods from the packages we designed," said Mr. Koga. "We are very happy to see it!"



Roland VersaUV LEC-330

Commercial Printer Discovers Product Diversity and Dividends with Integrated Roland Printer/Cutter Solution

LONDON, UNITED KINGDOM

Before investing in its SOLJET Pro III XC-540 digital printer/cutter, London-based Woodrow Press had a solid portfolio of clients whose typical requests included lithographic and digital production. The shop's desire to cater to these larger demands and to evolve its services into a one-stop offering has given Woodrow the true hybrid mantle it can claim – and nobody has been more receptive than the clients, who can now take advantage of the company's wide-format, precision cutting capability.

Being able to offer a broader range of output methods means that Woodrow Press has extended its range of chargeable services for customers, who are mostly marketing firms who require campaigns across several formats and media. Extending into wide-format has helped the company improve profits, with its ability to produce indoor and outdoor banners, signs, vehicle wraps, decals and POP displays to a phenomenally fast and accurate standard.

"The Roland SOLJET PRO III XC-540 is an excellent extra source of revenue and has turned out to be a very successful investment," explains Paul Ramsay, who heads sales and marketing for Woodrow Press. "It was a natural extension for us. We're heavily experienced in digital and offset printing and feel there's no sense in restricting ourselves to a single output method. On top of that, we have always found that our clients appreciate being able to fulfill all of their printing needs through a single supplier that they trust and have an established relationship with."

"The majority of the work we produce on the SOLJET is for point-of-sale purposes and this is where the cutting function really comes into its own," adds Ramsay. "Profile cutting graphics adds a lot of value in the eyes of the customer and the machine will cut virtually any shape." With the print and cut functions integrated on the XC-540, the need to incorporate a separate printing unit is avoided, and has expedited Woodrow's production process.

Woodrow Press has discovered the cost effectiveness of wide-format and its ability to plug in next to existing services, providing an excellent return on investment. Wide-format printing has a lower capital outlay than lithographic and other digital production

technology and starts to make its money back immediately – a vital advantage over competitors in belt-tightening economic times.

"The SOLJET PRO III XC-540 has earned its reputation for ease of use and we recommend it as an ideal first wide-format machine for commercial printers," advises Mat Drake, print product manager at Roland DG (UK).

Woodrow Press is one of several XC-540 owners who have taken advantage of a free upgrade to Roland's Intelligent Pass Control™ technology. The addition allows for enhanced gradients and flawless image quality at greater production speeds, lending new versatility to an already gutsy unit. Automatic take-up and advanced media feed can be upgraded with an optional dryer/blower unit, and the printer itself can be supplied as a 5-color model. This configuration equips the SOLJET with white ECO-SOL MAX ink, creating bold white graphics for packaging comps, window graphics and POS purposes.

"Woodrow Press is proof that wide-format inkjet provides commercial printers with the perfect opportunity to increase revenue and move one step closer to becoming a true one-stop solution," offers Drake. "The demand from an established customer base is already there for commercial printers. In an industry where profits are being squeezed relentlessly this technology presents a real opportunity for improved margins through genuine growth rather than stringent cost cutting."

"The output quality is exceptional and the machine has been able to do everything that's been asked of it, with absolutely no hint of any downtime yet," considers Ramsay, whose machine was supplied with Roland's standard warranty. "The XC-540 has allowed us to offer more to our existing clients and thus resulted in a significant boost in revenue."



Roland SOLJET PRO III XC-540

MDX Milling Machine Delivers Affordable Performance for Design Engineering Firm

TOKYO, JAPAN – At Nihon Design Engineering Corporation, all the staff members, from the president, Mr. Iwakabe, on down are expert engineers. Nihon Design Engineering, a digital manufacturing support company, has been developing various businesses, such as 3D CAD designing, NC data development and metal mold designing and prototyping, using leading-edge technology with high marks from its customers. Recently, there have been dramatic changes in the design and manufacturing industry. In accordance with these changes, Nihon Design Engineering now offers its clients total support from running the actual job to providing consultation for improving job efficiency. The company's clients include the design and manufacturing departments in home electronics firms, camera and watch companies, car companies and many others.

When the MDX-500 was first introduced in the market, Nihon Design Engineering was impressed by its strong performance and the fact that the MDX-500 can utilize 3D CAD directly for prototyping. The company soon decided to purchase the Roland machine. Mr. Iwakabe said, "We evaluated the MDX-500 thoroughly. The running cost was much lower than the additive rapid prototyping machine and we did not have any trouble with data compatibility." He continued, "We achieve highly accurate milling results using the MDX-500 together with CraftMILL, a 3D CAM software. Even with curved surfaces, we do not need additional surface treatment. It performs perfectly to produce simple molds. Moreover, it is easy to use, even for beginners."



Prototype of a computer mouse.



The MDX-500 in Nihon Design Engineering Corporation's production area



Mr. Iwakabe, president of Nihon Design Engineering Corporation

"We achieve highly accurate milling results using the MDX-500 together with CraftMILL"

– President, Mr. Iwakabe



The Beauty of a Fresco, Without the Hand Painting

ACQUAVIVA PICENA (AP), ITALY
Arriving at Roland DG Mid Europe's headquarters, people are fascinated by a wonderful fresco displayed in front of the building.

It is not hand painted or made of wall paper, but was produced through a unique application that transfers a digital image directly to the surface of a wall. The transfer media, a Shockline fabric called Fresco, was printed, applied to the wall in panels and then removed, leaving an image that appears to be hand rendered and is perfectly bonded to the wall for a dramatic display.

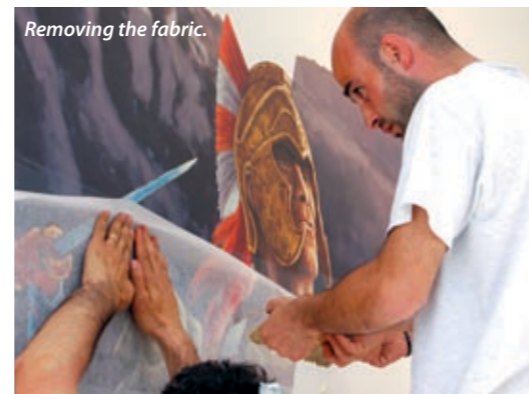
The idea for this digital fresco originated last year when Roland DG Mid Europe was restoring its building. As one of the world's leading producers of wide-format inkjet printers, the

company decided to put its capabilities to work in order to beautify its offices. Outside the front doors was a large empty wall that made a perfect backdrop for a colorful fresco.

The image Roland selected portrays a battle scene. The artist, a professional illustrator named Ivan Stalio, was happy and proud to offer his work for the display.

To produce the fresco, technicians printed the graphic with a Roland SOLJET PRO III XC-540 in standard quality mode using ECO-SOL MAX ink. The day before applying the graphic, the wall was checked to ensure that it was in good condition. Then, technicians treated the wall and finished it with a coat of white paint. The following morning, the wall was treated again and then, finally, the application began.

On a very wet wall, the technicians positioned the fabric. After a few seconds the excess water and air between the wall and fabric were removed. Six hours later, the fabric was removed and the stunning graphic was revealed. Today, it welcomes visitors and friends to the Roland offices while demonstrating the power and versatility of Roland inkjet technology.



Roland SOLJET PRO III XC-540

VP-540 Print & Cut Device Yields Multitude of Promotional Ideas for Creative Firm

NAGOYA, CENTRAL JAPAN – Nagoya Castle, one of the three most famous castles in Japan, is known as the Golden Castle because of its golden statues of fish, called the Golden Shachihoko. ark Design has its office near this historic landmark in central Japan.

ark Design provides its clients with a full range of services, from planning and design through final production. At the outset, most of their jobs were brought to them by advertising agencies or press-printing companies; ark Design typically did not contact clients directly. However, the firm recently changed its approach to be more sensitive to its clients' needs and product evaluations.

"An output machine is essential for us to transform our ideas into a physical reality," said Mr. Yusuke Gama, president of ark Design. "We chose the Roland VP-540, which can produce a wide variety of applications. We especially appreciate the Print & Cut feature. We create designs for apparel such as T-shirts, as well as decals and stickers. The VP-540 can automatically contour cut even complex shapes that would be very hard to cut manually. We are also very satisfied with the VP-540's quality and speed. Furthermore, the VP-540 can print on a wide variety of media, not only on adhesive PVC, but also backlit films, tarpaulin, and apparel media."

ark Design's clients are primarily local service shops such as restaurants and sports gyms. The promotional needs of its clients depend upon each shops' business situation, competitors, sales points and location. ark Design carefully analyzes each client's situation and suggests the best promotion tools for their business.

"We can immediately produce prototypes from our designs with the VP-540. These prototypes help us to communicate more smoothly with our clients, allowing us to show them our ideas on the spot," said Mr. Gama. "Now we can suggest more impressive and unique promotion tools for them. The VP-540 is an essential tool for our business style."

Recently, ark Design suggested that a client, a restaurant, consider offering cushions for bridal couples to increase business from wedding parties. The cushions are made of tarpaulin with unique graphics and photo portraits.

"We are developing relationships with companies from a variety of industries," said Mr. Gama. Our client requests are more wide-ranging now. For example we're designing the entire promotion plan for a spa resort and designing web site content for a consulting firm. We are pleased with our current steady rate of growth and look forward to hiring more staff. As part of our social action program, we offer a free art workshop for kids. We want to continue to contribute in this way to help children enjoy art now and in the future."



Mr. Gama creating a poster for an event.



Roland VersaCAMP VP-540



"We can immediately produce prototypes from our designs with the VP-540. These prototypes help us to communicate more smoothly with our clients, allowing us to show them our ideas on the spot."

– Mr. Yusuke Gama

As one of the world's leading producers of wide-format inkjet printers, the company decided to put its capabilities to work in order to beautify its offices.

Global Advertising Firm Relies on Roland's XC-540

MADRID, SPAIN – Creadores y Pensadores of Madrid, Spain, is a well-established advertising and visual communications firm with over 32,291 sqft (3000 m2) of facilities and an extensive background in the industry.

The company was founded in 1992 by two partners, each with many years of experience in graphic production and design. The founders drew upon their backgrounds to create a revolutionary new business model, one which brought together all the steps in the production process, from the creation of an idea to production of the final job. As their business grew, they stopped outsourcing and began supplying graphic solutions in-house for well-known marketing and advertising campaigns. From the beginning, the quality of their design and production services allowed them to work with the best national and international companies and their client list continues to include many industrial giants, among them: Microsoft, Apple, Siemens, American Express, Bosch, Kodak lens, Forlasa, Pascual and many others.

Creadores y Pensadores' success comes from offering a global solution: starting with the campaign outline, through the creation of the logo and all the way to the final production of POP, packaging mock-ups, brochures and endless other marketing materials.

The firm began with a small group of professionals with extensive experience in offset systems. At that time, Creadores y Pensadores outsourced digital printing jobs, but soon they integrated digital printing devices to provide better service to their customers. Daniel Prieto, creative director for the firm, said: "Since 2004 we have been developing our own technology for marketing online in Europe. What sets us apart from other design companies is that we offer global marketing solutions and take responsibility for the entire process. We don't outsource responsibility."

The Roland SOLJET PRO III XC-540 was their first Roland product purchase. In 2007, they realized



Creadores y Pensadores serves an international clientele with the aid of the Roland XC-540 and LEC-300 printer/cutter.

that their activity in the packaging industry was increasing and that their customers were interested in seeing realistic prototypes. The cost of producing these jobs with an offset device, including all the necessary adjustments and die cutting, was extremely high when compared to producing them using the XC-540. In addition, the digital printer offered better print quality.



Daniel Prieto, Creative Director, with LEC-300.

As their success with digitally printed prototyping grew, Daniel notes, "We realized we needed equipment that could produce prototypes using the same media as the final product, thus avoiding unnecessary initial production costs."

After researching current technology for the packaging industry, Creadores y Pensadores decided to invest in a Roland VersaUV LEC-300, trusting once again in Roland's reliability and the versatility of its machines. Since January 2009, they have been printing all kinds of prototypes produced with the same media that

their clients will use for the final product. They have used PET, PVC, offset media, cardboard and many other media, all of which are printed and cut with great results. The VersaUV LEC-300 has also allowed them to be more flexible, since any last-minute change in color or size can be easily run in-house and the solution can be given to the client immediately and without extra costs.

One of the most sought-after features of the LEC-300 is its ability to print white ink and create glossy finishes. These unique finishing capabilities yield outstanding results, and are especially sought after by the cosmetics industry, one of the industries that is very sensitive to innovation in design. Because of the need in this market, Creadores y Pensadores has begun producing artwork on its LEC-300, creating a new revenue stream for the company.

In Daniel Prieto's opinion, the VersaUV LEC-300 is a perfect match for this market. "We receive packaging orders from cosmetic and luxury companies that require smaller quantities, and the LEC-300 is a great tool for this use, combining both design and small production runs without the need for offset printing."

"After acquiring Roland equipment, our capacity for providing solutions has increased.

Now, we have complete workflow control of our printing and we are able to add value in the visual communications industry."

Roland AdvancedJET Grows Sign-A-Rama Business

WOOLONGONG, AUSTRALIA – A shiny new Roland DG AdvancedJET AJ-740i from Project Engraving and Digital has turned a Wollongong sign shop into one of SignARama's rising stars.

SignARama is one of the largest franchises in the world. After three years without a significant upgrade, SignARama Wollongong Owner Michael Kyriacou needed something special to keep up with the increased work load and growing range of projects his clients were demanding. He also wanted to attract their attention by adding powerful new industrial capabilities to his production environment.

"A lot of our work is for coal mine signs and other industrial signage, and a lot of it requires us to print on reflective vinyl," he said. "In particular, we wanted to be able to print on class one reflective vinyl, which is effectively the same thing as street signage. This application requires heavy duty, full solvent inks, so we had to go with a machine specifically designed for the task. Without the AdvancedJET, these jobs would have been impossible."

The AJ-740i is a six-color inkjet capable of printing up to 720 dpi with a maximum print width of 74" (1870mm).

Kyriacou reviewed a variety of printers, but could not find a machine to match the capabilities of the AdvancedJET. "Many didn't recognize the class one reflective vinyl and for those that did print on it, the ink wiped straight off the surface," he said.

SignARama Wollongong soon became the first business in Australia to own an AdvancedJET and that distinction has come with many benefits.

"We offered our services to the entire Australian franchise and now other SignARama shops are sending work to us," he said. "No other store can print on reflective vinyl."

Kyriacou's business has also grown exponentially, despite a financial climate that is forcing most businesses to downsize.

"This machine has been running for eight weeks and in that time we have tripled our output due to its speed, quality and media support," he added. "We just started marketing to clients that this printer is the first of its kind in Australia – and that alone has won us a lot of jobs. The AJ-740i allows us to supply industrial signage that reflects the same high quality we give our everyday and corporate accounts."

Kyriacou said his staff had no difficulty adjusting to the AdvancedJET and, in fact, that it had made all their lives much easier.

"Before, 82' (25 meters) of banner would have taken all day," he said. "Now it takes us two

hours. The boys transitioned from the old machine straight to this one. The quality is better. We can print a large volume of prints without having to adjust it. The accuracy is very good and the finished prints including the colors are true to our original art. It's everything the old machine wasn't."



Michael Kyriacou of Wollongong SignARama and Project's Ryan O'Sullivan in front of the first AJ-740i installed in Australia

He praised the team at Project Engraving and Digital led by Ryan O'Sullivan, Project's digital specialist, for making the transition as smooth as possible.

"They really know the machine and they worked really well with our team," he said. "They sat down and worked with us, no matter what the problem was. They were the only company that delivered what we needed and they really are leading the way."

Glenn Conyers, Project's general manager NSW stated, "As a company, we always strive to achieve this match with our customers' business needs. We don't just talk about providing integrated solutions, we deliver them!"

VersaUV Takes Innovation on the Road!

MILAN, ITALY – Last March in Milan, Italy, Arjowiggins Day was held to introduce the world to Arjowiggins' exclusive new innovations, including such value-added products as recycled FSC certified papers. Roland, as technical partner in the event, was on hand with its own innovation, the VersaUV LEC-300, the world's first UV inkjet printer/cutter.

The day brought together Arjowiggins' unique products, aimed at high-end and refined applications, and an audience of top creative industry professionals, designers and printers from all over Italy. The event allowed

participants to evaluate not only the whole range of papers, from glossy to silk-touch effect, but also the print output, thanks to the customizations made possible using the Roland VersaUV LEC-300. Graphics with relief effects on different textures and customized packaging projects were created using these high quality materials.

Visitors were able to test the materials themselves and see the results, which proved to be a very effective introduction, offering participants a closer look at the materials and technology involved.

Progetto Imagine, who owns a VersaUV LEC-300, assisted in the demonstrations with



Samples made with the LEC-300 produced amazing quality, such as this sample printed on vinyl and adhered to a plastic support.

Roland and Arjowiggins, creating samples that were given to all the participants during the event as well as producing examples of various applications that were displayed in the showroom.

Combined with the LEC-300, Arjowiggins' papers are ideal for those who

develop innovative and creative communications ideas. Attendees were impressed by the versatility of the applications as well as the color output and tactile effects. The environment at the event was refined and welcoming. How could it be otherwise, in the fashion capital of the world?



Gicleé Exhibit

Creating Fine Art Gicleés with a Roland SOLJET

LIGNANO SABBIAORO (UD), ITALY – In the '80s, Luigi Rocca co-founded the Weissenbruch Publishing Co. in Turin, a publishing house, cultural and artistic center, and above all, a place for printers, artists and printing experts to work together. Many years later, Rocca moved into the digital printing arena.

In 2000, he opened the "Livingstone Paint Factory," dedicated to the field of fine art. The firm focuses on producing canvas gicleés, digital serigraphy and lithography for its regular customers.

The advent of digital technology has influenced every aspect of the Livingstone business. For printing and fine art reproductions, digital technology allows the company to thoroughly review and manage images for nearly perfect results. To realize the ultimate in print quality, Livingstone reviews and adjusts images on screen and continues to refine the image quality through the printing process. The

company's capabilities have expanded dramatically thanks to new innovations including Livingstone's Roland SOLJET PRO III XJ-640 64" eco-solvent printer.

According to Rocca, he purchased his Roland for two main reasons. First, its ECO-SOL MAX inks are highly durable and support a wide range of media. Second, the SOLJET features Roland Intelligent Pass Control technology for unparalleled image quality in every print mode. With Roland Intelligent Pass Control, the SOLJET produces beautiful skin tones, high-contrast images and flawless solid colors with no traces of banding even at the highest print speeds. A built-in tri-heater system increases media receptiveness for maximum ink brightness and fastness.

Livingstone Paint Factory prints primarily on flax fabric for its weather resistance. It also prints on canvas

of varying weights and other media according to its customers' requirements.

In producing gicleés, the firm typically works very closely with the customer. This collaboration is very important since fine art reproductions should precisely match the original art. After photographing a painting, Rocca retouches any imperfections digitally. Then he chooses the optimum media and establishes a color profile for it.

Rocca says, "For years, my works have been reproduced on fabric and exhibited in galleries all over Italy and the United States. This is a very rewarding job and I always feel inspired to create new works of art."



Roland SOLJET PRO III XJ-640

SOLJETs feature Roland Intelligent Pass Control technology for unparalleled image quality in every print mode.

Roland Inkjets Propel Sign Shop to New Heights

DUBLIN, IRELAND – Inc Design was formed two and a half years ago by directors Paul Byrne and Paul Hogan. They're proud to count among their clients Dublin's musical instrument mega-store, Xmusic, and the remainder of their portfolio ranges from banner production to fascias. One recent job was producing a large number of vinyl banners for the high profile Taste of Dublin food festival.

Byrne and Hogan knew that growing the company rapidly could only come from strategic investment in machines that offered productivity and excellent turnaround time. "We wanted to be able to compete with the best in terms of speed and quality right from the start," explains Hogan as he remembers the first machine purchased at Inc Design – the Roland SOLJET Pro II.

The successor to the Pro II, the Pro III XC-540, handles smaller-format print-and-cut jobs at the Dublin site. Inc Design is particularly impressed with the print-and-cut machine's handling of contour cutting, making vehicle wrap production significantly easier, and with the eco-solvent inks which allow them to produce interior signs on the Pro III that are odorless.

After only a few months, Inc Design realized it needed to accommodate larger-format work at a greater capacity to win bigger contracts. The business partners performed extensive research, deciding finally to add an AdvancedJET AJ-1000i because it offered the best throughput possible with its 8.5' (2.6m) width complemented by durable, high quality results.

"We looked at flatbed technology before the purchase of the Pro III, and again when investigating the AJ-1000i, but decided that roll-to-roll was the better choice, offering more in terms of output quality and the range of compatible substrates. Additionally, this machine had a much smaller footprint and a more reasonable capital outlay," says Byrne.

Among the first jobs that Inc Design completed with its new printer was Ireland's largest billboard, located at Dublin's Belmayne housing development. A massive 9,842 feet (3 km) of vinyl film was mounted on to 8 ft. x 4 ft. composite Dibond panels with an anti-graffiti laminate, printed in batches of up to 600 at a time. The Belmayne job was completed in stages over a number of months in line with the development's progress.

"There is no doubt that without the AJ-1000i we wouldn't have been able to take this job on," Byrne recalls. "The combination of the AJ-1000i's speed and the durability of its EcoXtreme solvent-based ink is spectacular and its color accuracy is superb, with easy color matching when required. My favorite aspect of the machine is that it can operate unattended. We've left it printing overnight on occasion - we load up a 328' (100 m) roll of paper and come back in the morning to find the job completed, no problem."

The main thing, Hogan concludes, is to remain versatile: "There is a wealth of opportunity out there and part of our job is to keep on top of changes in the market. With its productive and diverse technology, Roland has certainly earned our trust in this respect."



Roland AdvancedJET AJ-1000i

VersaCAMM Enhances Education at Graphic Arts School

BARCELONA, SPAIN – Founded in 1993, the Antoni Algueró School in Barcelona is an institution dedicated to graphic arts education, research, innovation, and professional training. The school provides high quality academic programs linked to the visual communication industry.

For more than 15 years, the school has built strong relationships with the entire graphic arts industry network. The school is a member of the Graphics Industry Foundation, with more than 1,800 associates promoting activities in the market. The school strives to provide their students with as much current market information as possible.

Antoni Algueró School has 86,000 square ft (8000 m²) of facilities and its teachers come from both educational and professional backgrounds. This broad-based approach has allowed the school to provide curriculum incorporating the latest technologies. As its reputation has grown nationwide, the

government has taken note of the school's role in educating future graphic arts professionals. As a result, the school benefits from large government grants and can offer a variety of specialized courses.

In 2009, the school developed a strategic plan to enhance its digital printing education efforts, perceiving this area as both a current industry trend and a tremendous opportunity for their students. Roland DG Iberia has played a significant role in this challenging project. A VersaCAMM VP-540 has been installed at the school for digital printing and color management courses. The Roland digital printer/cutter shares space with a complete range of products to teach the entire project workflow. The school estimates that more than 3,000 students each year will be taught courses that incorporate this most innovative digital printing tool.

Pedro Hernandez, technical area coordinator for Escola Alguero said, "It is a privilege to have



use of top-of-the-line equipment such as the VersaCAMM VP-540 to educate our students. We are grateful that Roland DG Iberia chose to participate in such an important project. To have access to the best technology allows us to maintain the highest standards in educating our students."

The VP-540 has been at the school since May and it will have an important role in the coming year's academic program. Hernandez praised the VP-540 for being easy to use and versatile and described the printer/cutter as ideal equipment to use in introducing digital printing to future professionals in the field of graphic arts.

Award-Winning VersaUV LEC Printer/Cutter Expands Bookbinder's Business

Written by Sharon Harrison for Image Magazine

MELBOURNE, AUSTRALIA – Walking through the front door of Whites Law Bindery in Melbourne's eastern suburbs, visitors are faced with books everywhere – lining wooden bookshelves converted from an original paper ruling machine, in stacks on the floor and on copper-sided, glass-topped cabinets, and in the hands of anxious students waiting with their newly bound thesis manuscripts. At first, Whites appears to be an old-world book-binding business, complete with traditional equipment and supplies including letter-press printers, cloth rolls, leather and board. However, behind the scenes you will find a brand new, high-tech digital printing room as well, featuring a digital cutting table and two new Roland wide-format printers. Recently, Whites complemented its traditional craft and old machinery with specialized equipment and high-end digital technology including a new Roland VersaUV LEC-300 printer/cutter and SOLJET PRO III XC-540 printer/cutter.

"We still rely on many traditional skills in our company," says Vlad Stanojevic, a Whites printer operator and graphic arts graduate. "But we are implementing new equipment, building new skills, and hiring new people to stay ahead."

Whites Law Bindery is an amalgamation of the 1946 bindery business of J&L White and the Law Bindery, which was established in the 1970s. It also recently acquired the 90-year-old Apollomoon Bookbinders. Services include thesis binding, law books (traditional sewn binding of Law Reports), book restoration, personal journals and family histories, corporate services (such as tender submissions), restaurant menus, graphic arts printing and more.

"There are few binderies in the world with a history like ours," says owner Edward Congdon.

While other companies are feeling the pressures of economic uncertainty, Whites is going after new markets, using its ability to transform documents with the unique high-quality finishing capabilities of its LEC-300.

According to Congdon, "Now with the LEC-300, we have the ability to print onto a wide range of unusual substrates. The LEC-300 complements our existing production equipment and will play a key role in generating new business for the company."

Whites' LEC-300, the first one installed in Australia, prints up to 1440 dpi resolution using five Roland ECO-UV inks (cyan, magenta, yellow,

black and white) plus a clear coat. Special effects and textures, such as faux crocodile skin, and high-quality images are possible and the coating feature enables high gloss area highlights by layering clear coats (up to six passes).

Quality is important to the company, which won gold awards for its bookbinding in the 2007 and 2008 Australian National Print Awards. The 2007 entry, a gilded history of Victoria's first governor featuring a die cut slip case, won the Heidelberg Award for Excellence, a feat accomplished by Whites three times in a decade. Whites is also listed in Victoria's "Hall of Fame" for manufacturers.

"We're happy to get the new equipment to replace our old machinery," says Stanojevic. "The quality is a lot better because of the resolution. Also, we can print on virtually anything. The size is a bit smaller, but well suited for the work we do. We can also print white on black and then print colors, which we couldn't do before."

"The LEC-300 compliments our existing production equipment and will play a key role in generating new business for the company."

– Edward Congdon



Value-added Whites Law products printed with the VersaUV LEC-300

MDX-40A 3D Desktop Milling Machine

The MODELA MDX-40A 3D desktop milling machine is Roland's newest Subtractive Rapid Prototyping (SRP) solution offering the ultimate in performance and value.



By starting with a solid object and removing unwanted material, Roland's new MDX-40A SRP 3D milling machine offers several advantages over 3D printers and other rapid prototyping systems including lower cost of ownership, tighter tolerances, smoother surface finishes and support for a wider range of materials including ABS, acrylic, chemical woods, plaster, styrene, Acetal, Nylon and FDA approved plastics.

The MDX-40A is compact, easy to use and offers a work area of 12" x 12" x 4.1" (305(X) x 305(Y) x 105(Z)mm). It is ideal for modeling and reviewing design concepts in-house, eliminating the time, costs and security risks associated with outsourcing. The MDX-40A comes complete with SRP Player CAM Software which takes your design from CAD model to physical prototype in six easy steps. Options include the ZCL-40A rotary axis unit for unattended 360 degree modeling and the ZSC-1 contact 3D scanning unit for reverse engineering.

New Upgraded VersaUV LEC Printer/Cutter

Roland is pleased to announce the new LEC-330 30" roll-to-roll UV inkjet printer/cutter. The LEC-330 builds on the Viscom and DPI award-winning VersaUV platform

with several additional features and upgrades including

faster production printing and higher image quality. The perfect production tool for one-off packaging prototypes and short-run label production, the VersaUV

LEC-330 supports a vast array of substrates including metallic and synthetic papers, foils, BOPP, PE and PET film, leather, fabrics and even rigid sheet stocks including card stocks and polycarbonates.

Using safe, low-heat LED lamps, the LEC-330 can be configured in three ink combinations – CMYK + White + Clear, CMYK + White + White and CMYK + Clear + Clear – for unmatched color, texture and dimension. Double White ensures the highest density of white ink. Clear adds remarkably rich special effects ranging from high-gloss finishes for area highlights to custom-textured effects such as faux leather and crocodile skin.

The LEC-330 has been enhanced with six high precision print heads, twice as many as Roland's LEC-300. The 1440 x 1440 dpi mode rivals the performance of multi-million dollar high-end presses, producing flawlessly smooth gradations, super fine details and sharp text. Roland Intelligent Pass Control technology ensures consistent print quality with virtually no signs of banding in all print modes. A new Intelligent Ink Circulation System optimizes ink usage and minimizes waste, and the new redesigned ventilation hood supports semi-rigid substrates. VersaWorks 3.2 RIP software is included.



New VersaCMM Printer/Cutters Feature Roland Intelligent Pass Control

Roland proudly introduces the new 30" SP-300i and 54" SP-540i, bringing new levels of performance to our best-selling entry-level printer/cutter line. Offering the same compact design, low-maintenance and ease of use as the VP-i series, the new SP-i series delivers even more value thanks to revolutionary Roland Intelligent Pass Control™ technology. This advanced software and

firmware upgrade precisely

controls dot placement for outstanding performance and print quality in every mode with virtually no banding. With Roland Intelligent

Pass Control, the SP-i series is up to 50 percent faster than the previous models in standard print mode. ECO-SOL MAX inks deliver exceptional image quality, a wide gamut, rugged scratch resistance, fast dry time, 3-year outdoor durability without lamination and support for both coated and uncoated media. VersaWorks 3.2 RIP software is included for a complete print/cut solution for signs, banners, posters, vehicle and fleet graphics, point of purchase displays, labels, decals, heat transfers and more.



Announcing New FPG2 Aqueous Inks

New FPG2 aqueous CMYK four-color inks are now available as an option for the VersaArt RS series of 64" and 54" inkjet printers and the VersaCMM VP-i series of 54" and 30" inkjet printer/cutters.

FPG2 aqueous inks print on a wide variety of media with brilliant colors and sharp crisp images. The new inks offer a wide color gamut, especially in red and green tones, for vivid color reproduction and accurate skin tones. For very short-term applications, users can print graphics on inexpensive paper media to lower their production costs. FPG2 aqueous inks are also ideal for environmentally-conscious indoor applications.

VersaArt and VersaCMM VP-i users can select either the new FPG2 inks or award-winning ECO-SOL MAX inks upon purchase to suit their business demands.



Tradeshows and Events

SEPTEMBER

6-8	International Jewellery London	London	England
7-11	MOOD	Brussels	Belgium
8-11	Swiss Printing Week	Winterthur	Switzerland
9-13	Iberjaya	Madrid	Spain
13	Danish Touringcar race	Djursland	Denmark
11-16	Print 09 (My Print)	Chicago, IL	USA
14-19	Drinktec	München	Germany
15-16	Proflex	Stuttgart	Germany
15-17	PSI	Paris	France
17-27	IAA	Frankfurt	Germany
18-20	Pretiosa	Salzburg	Austria
22-24	Viscom Paris	Paris	France
23-24	Sign Ireland	Dublin	Ireland
23-26	LabelExpo	Brussel	Belgium
23-26	Grafima	Belgrad	Belgium
24-26	Finngraf	Jyväskylä	Finland

OCTOBER

1-3	Viscom	Düsseldorf	Germany
4	Danish Touringcar race	Silkeborg	Denmark
5-7	Grafiske Dager	Lillestrom	Norway
5-7	Pack Expo	Las Vegas, Nevada	USA
6-10	Japan Graphic Arts Show	Tokyo	Japan
7-9	Design Engineering & Manufacturing Solutions Expo	Osaka	Japan
7-9	SGIA	New Orleans, LA	USA
20-21	TCT Show	Coventry	England
20-23	ScanPack	Gothenburg	Sweden
21-24	Visual Impact Image Expo	Sydney	Australia
22-24	Viscom Sign	Madrid	Spain

NOVEMBER

4-6	Sign Scandinavia	Stockholm	Sweden
5-7	Viscom Italy	Milan	Italy
5-9	Sib Casablanca	Casablanca	Morocco
11-14	REKLAMA	Moscow	Russia
12-15	Modell BAU	Stuttgart	Germany
17-19	Europack	Lyon	France
17-21	Sib Tunis	La Chargaia	Tunisia
18-19	Empack	Madrid	Spain
19	ACTE Show and Career Tech Expo	Nashville, TN	USA

DECEMBER

2-5	Eurocom	Frankfurt	Germany
3-5	USSC	Atlantic City, NJ	USA

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