

R-WORLD

A ROLAND DG PUBLICATION

 Roland®

The World is Metallic

Roland innovation continues to transform the digital printing world, and this time we've painted it metallic. We are pleased to announce our second in a series of high-performance inkjet printer/cutters fully optimized for metallic graphics, the VersaCAMM VS-640. This exceptional production device is designed from the ground up to handle virtually any graphic while bringing all the luxury of metallic inks to your designs.

Premium metallic effects have never been easier or more affordable to produce. With Roland, you can choose from the new 64"

VS-640 or the 54" SOLJET PRO III XC-540MT, both equipped with DPI award-winning Metallic Silver ECO-SOL MAX ink for brilliant metallic effects on signs, banners, vehicle graphics and wraps, labels, decals, POP displays, custom apparel decorations and more.

With Metallic Silver ECO-SOL MAX ink, you have a whole new color palette to explore. Produce vibrant silver text and graphics previously impossible with any inkjet printer or combine it with CMYK to create an entire spectrum of metallic hues including gold, bronze and over 500 pearlescent colors.

Metallic Silver ECO-SOL MAX ink prints beautiful, high density images on a range of media including vinyl, paper, PET film, banner and even canvas for both indoor and outdoor display.

Best of all, Metallic Silver ECO-SOL MAX ink is just one of the outstanding performance features of the VS-640 and XC-540MT. Both deliver high speed production for CMYK graphics, Roland Intelligent Pass Control for exceptional image quality, versatile ink options including white ink, contour cutting, automated maintenance, advanced media handling, VersaWorks RIP software and a host of additional features to fuel your business success. Like the rest of the Roland line, both are backed by our high standards for quality and reliability, a commitment your business can trust.

For more information on the new VS-640 and XC-540MT, turn to page 15.

Premium metallic effects have never been easier or more affordable to produce.



Roland VersaCAMM VS-640 Printer/Cutter

Roland Africa Road Shows Bring Creative Solutions Directly to Customers

AFRICA – In the wake of recent economic difficulties, tradeshows all over the world have suffered with low attendance and exhibitor participation. The situation has been no different in Africa, leaving Roland's African marketing team without its traditional forum for meeting and communicating with many customers.

"Tradeshows have been an important part of our marketing mix, allowing us to work with customers one-on-one and inspire their creativity with our real business solutions," said Bob Glenister at a recent Roland Africa team meeting. "Recently, we have realized that we need a new approach and a new way to take our message directly to the customer." The team decided it was time for a road show.

The Roland Africa Road Show was launched in South Africa in January 2009 with two vans filled with Roland machines, samples and marketing materials. Thirteen different events in 15 days covering over 1562 miles (2,500 km) were held throughout South Africa with the help of the dealers in each area. The South African Road Show generated tremendous excitement among customers and inspired the team to reach for a still more difficult goal: Conquering the road less traveled.

In June 2009, just two weeks before the Dar es Salaam International Trade show (a major exhibition in Tanzania), the team planned the Road Show's second phase, this time through East Africa. They purchased a forty-foot freight container, rigged it with a crane and generators, and included marketing materials and samples. "Mission Impossible," as it came to be known,

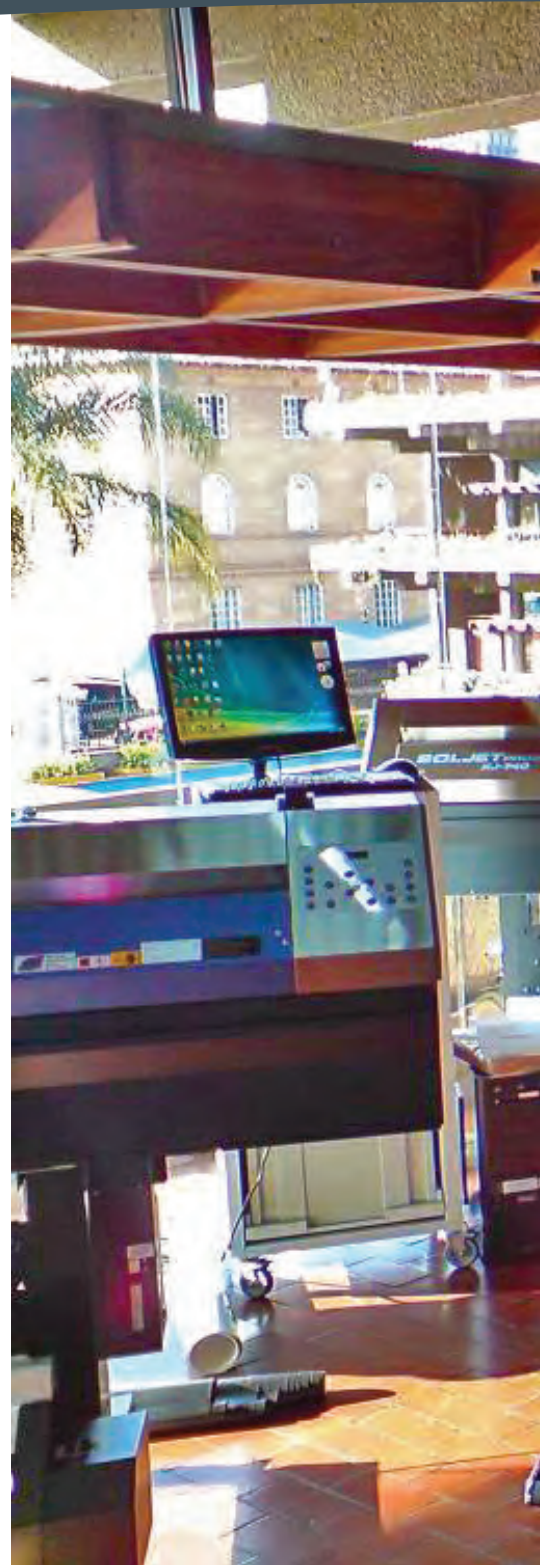
would attempt to cover 2486 miles (4000 km) in two months on roads that don't really exist. Dealer support would prove critical.

The schedule was packed. The container was first delivered to Dar es Salaam (Tanzania) and then transported to each of its stops on the tour including Arusha (Tanzania), Nairobi (Kenya), Kisumu (Kenya), Kampala (Uganda), Mbarara (Uganda), Kigali (Rwanda), Windhoek (Namibia), Oshikati (Namibia), Rundu (Namibia), Walvis (Namibia), and finally to Port Louis (Mauritius) in November 2009 for the last event of the year. Customers in each location had the opportunity to meet the Roland team and explore all the creative possibilities supported by Roland technology.

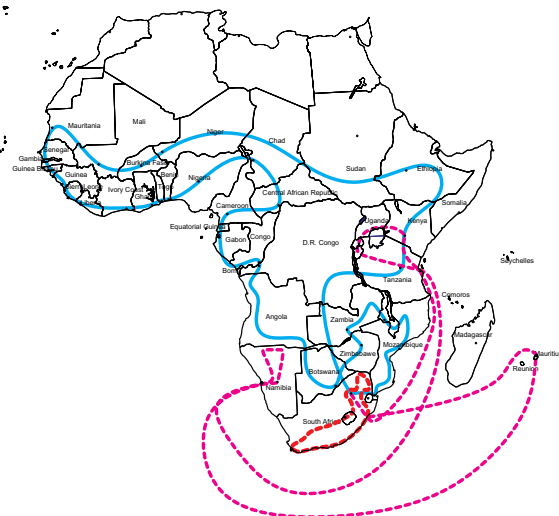
The second Road Show was also a hit. "We have been surprised by the rapid sales growth in the regions we visited. We have seen a 400% increase in sales in these regions," said Glenister.

The road shows were so successful, in fact, that a third phase is currently in the works in the form of a mobile demo facility to be deployed in April 2010. This \$300,000 "traveling circus on steroids and technology" as it has been called will offer a 1,543 sq. ft. (144 sq. meter) demonstration unit that can be shipped from one location to the next. This container is permanently equipped with every piece of Roland equipment and will visit 29 countries and 90 towns. (See map for details.)

Across Africa, the phrase "the circus is in town" now has a new meaning: Roland is here to inspire your creativity!

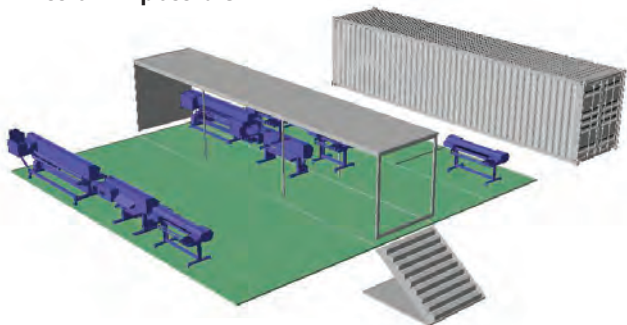


"Tradeshows have been an important part of our marketing mix, allowing us to work with customers one-on-one and inspire their creativity with our real business solutions." – Bob Glenister





Mission Impossible II



Container opened: Partially unpacked and roof removed.



"Mission Impossible" covered 2485 miles (4000 km) in two months using this 40' container to take Roland demonstration equipment where roads barely exist.

Roland's Create to the Max Competition Winner Visits the Creative Center in Italy

ACQUAVIVA PICENA, ITALY – "It is an experience that I will never forget. It was truly awesome!" said Mandy Lancellas, winner of the 2009 Roland Create to the Max competition. Mandy and her father recently traveled to Acquaviva Picena, Italy to visit the Roland Creative Center as part of their prize.

The Roland Create to the Max competition was launched in September 2008 in South Africa. The competition was designed to excite Roland customers to create an item with their Roland machine that would inspire others and ignite the market's imagination. According to Bob Glenister, CEO of Telpro Management, Roland distributor in South Africa, the idea behind the competition came from Mario Picchio, managing director of Roland DG Mid Europe. "Mario had a dream of organizing a worldwide get together of Roland customers and creative people. Although the economic downturn put a stop to these plans, Telpro created a forum for showcasing inspirational ideas by launching the Roland Create to the Max competition."

Mandy Lancellas was crowned by Roland customers as the winner of the Create to the Max competition in October 2009. Her inspiring

glass artifact, created with the help of her Roland GX-24 cutter, captivated the creative market's attention and generated plenty of excitement. Mandy's prize included airplane tickets for two to Italy, luxury accommodations for two for five days, a visit to the Roland Creative Centre in Acquaviva Picena and twenty thousand rand in spending money.

Italy, the birthplace of the renaissance, is a fitting location for the Roland Creative Center which pays tribute to the creative efforts of Roland owners worldwide. "I was blown away by all the creativity as well as the diversity of products that can be produced on Roland machines. I was inspired in so many ways," says Mandy. "The visit to the Creative Center was definitely the highlight of our trip." Mandy was surprised and delighted to see her award winning creation displayed alongside her fellow



Mandy's glass artifact won first prize in the 2009 Roland Create to the Max competition.



Bob Glenister and Mario Picchio give Mandy a medal for her inspirational work.

finalists' submissions as part of a permanent display in the Creative Center. "I could not believe my eyes. On top of our wonderful prize we were also given international exposure. This was great!"

said Mandy.

According to Mandy, the most interesting creation she saw during her trip was the spectacular elevator that she "dove" into. Roland Mid Europe HQ has wrapped the inside of their elevator with a panoramic ocean floor view. "It feels like you can literally float up to the next floor," said Mandy.

Candy Plaster Forms with Roland's Milling Machine

SCHARENDIJK, NETHERLANDS

The Dutch company Deltavorm makes approximately 1,000 models a year for gum, licorice and other sweets. They use a Roland MDX-540 for the production of proofs for these candy forms.



Candy models milled on the MDX-540

Deltavorm was founded in 1980 in the Dutch city of Scharendijke. Throughout the years, the company has built up an archive of 30,000 different shapes for sweets. Six staff members handle design and production of the plaster and aluminium models.

The majority of the production is exported, but the company also has

well-known customers in the Netherlands and Belgium. Mentos, Fruitella, Venco and Red Band are examples of the more than 100 candy manufacturers that rely on Deltavorm's craftsmanship.

Deltavorm produces its models manually as well as digitally. Extremely complex shapes are cut manually, but most tasks are computer-controlled. Digital technology speeds up the production process: making new models, rescaling existing shapes, adding text and making other changes can now be done much more quickly.

To produce its models, the company uses a Roland MDX-540 milling machine. Nils Dogger explains: "We are very pleased with our Roland machine. It works quickly and accurately. And you don't need to be an Einstein to work smoothly on this machine. We used to do everything manually, which was hard

work. Now, we can do a lot mechanically. For instance, we can adapt existing shapes very easily. If we don't have the model's digital data, we scan it three dimensionally and edit the generated data with our software. Then, we send the digital data to our MDX-540. The machine takes care of the rest."

The design and milling process results in shapes that are delivered to candy manufacturers. These companies use the plaster or aluminium models in their candy molding process.

Please visit www.deltavorm.com for more information about Deltavorm.



Roland MDX-540

Mosaics – Update of An Ancient Art

ITALY – Specialists in customization have recently gone beyond traditional digital printing applications, taking on one of the most intriguing art forms: the mosaic. A collaboration between Roland and Shock Line has resulted in the creation of mosaics done with a digital printer.

This is an extension of the concept of a mosaic, executed using digitally printed graphics, and, in this case, automated cutting as well.

Let's look at this application more closely. The graphics are manipulated using Corel Painter™ to generate a series of uneven pieces, the elements that create a real mosaic, where unevenness is a hallmark of the medium.

Once the tessellation is turned into a vector file, it is tiled and cut with a Roland plotter on sandblast. Why sandblast? Because its thickness allows the designers to later remove the sandblast mask.

Once the wall has been properly prepared with a layer of mortar, the sandblast is then applied where the mosaic will be installed. The mortar adds texture to convey the rich look of the ancient art.



Putting up the cut sandblast.

Once the sandblast is applied, the empty pieces of the mosaic are filled in with the same mortar. When drying is completed, the tessellated graphics of the file that has been created are printed on the PS Fresco material and applied on the dried mortar. The printed pigment on PS Fresco is transferred to the mortar using water. Once the PS Fresco is removed, the sandblast is removed as well and the pieces are filled in with the applied graphics.

The result is extraordinary! Moreover, production times are shortened to just two days, which is the time needed to complete the drying operation. Mortar can be left white, or colored or embellished with various effects, all without transferring the fresco.

Amazing as the results are, the technical execution is not the most important element of this solution. During the last Roland training course on the application, printers, installers and decorators found themselves joined together by this application not as competitors, but as a value-creation chain for the end users according to a win-win logic: the shop sells, the printer prints the fresco, the installer or the decorator installs it.

Perhaps this way of operating will be the paradigm for the future, where each working competence is heightened in the service of producing a result of unique beauty and quality.

This remarkable collaboration among applications so seemingly distant from one another occurred because of people who thought "outside the box."

Roland and Shock Line have moved forward using this extraordinary system for visual communications and see a bright future ahead, full of further developments.



The mosaic printed on PS Fresco with a Roland VersaArt RS-640. Later on, it will be transferred onto the mortar.



The mosaic is finished!

Creating Art from Volcanic Rock

MATERA, ITALY – The town of Matera, located in Basilicata in Southern Italy, is one of the most picturesque places in Italy. Matera is also known for its “Sassi,” ancient caves in which the town’s inhabitants lived and worshipped, and which have been designated by UNESCO as a World Heritage Site.

Thanks to its fascinating history, Matera has gained fame as one of the most interesting locations for special events and movie sets. Mel Gibson chose Matera as the setting for his movie “The Passion.”

History and culture figure large in the background of Greenfax, a company owned by Tecla Saponaro who has more than 12 years of experience as a craftsman in the communications field. Tecla herself is a unique mixture of Italian spirit. Her family is from Alto Adige and Lucania, providing a mixture of Tuscany and Puglia. Following her education at the University of Engineering, she decided to follow her parents’ example and began working in digital printing, focusing on graphics, design and communications.

In addition to digital printing, Greenfax also provides artistic craftsmanship, indigenous to the local culture. This dual expertise creates an extraordinary union between technology and natural materials, thanks to Tecla’s creativity and her knowledge of the area.

The company is a family-owned business, combining tradition with the ability to look to the future.

This mixture has proven to be extremely creative, especially when combined with the local flavor of the work environment, which enhances the company’s relationship with its customers.

One of the applications through which Greenfax has blended craftsmanship, culture, location and digital printing is

An example of Tuff volcanic rock that is shaped by hand and enriched with digitally printed graphics.

tuff personalization. Tuff (from latin: tofus or tophus) is a volcanic rock, light and somewhat soft, that can be easily manipulated. It is very common in this part of Italy and has traditionally been used to create objects.

Using Roland equipment, Greenfax customizes these special rocks. After being worked by hand to produce a wide variety of subjects and shapes, the forms are enriched with digitally printed graphics. Both the VersaCAMM SP-540V and VersaART RS-640 are used for printing, depending on the size, shape and surface of the particular piece.

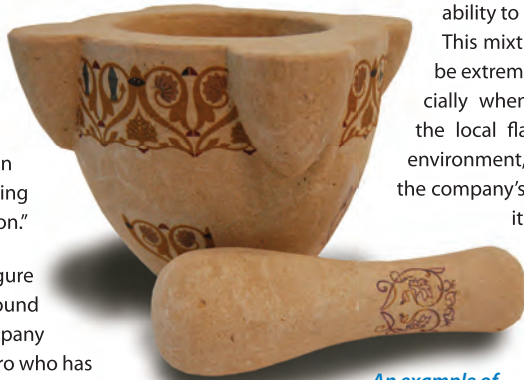
Tuff customization is now widespread and objects are now personalized both for religious feasts and artistic events. A tuff decoration for the Pope is being created, and many groups display the Nativity Scenes decorated by Greenfax using this technique.

The procedure of graphics application to the tuff starts with treating the surface material while the print is being created. After almost 12 hours, the print, created in mirror image, is applied to the material. When the print is completely dried, the liner is removed and the graphics are perfectly molded to the surface of the object.

During this process, Greenfax uses natural tuff, material for wall fresco, siloxanic paint, water for the transfer and protection for the print. Creating the finished product takes from two to four days, depending on the object’s size.

Among Greenfax’s projects are the frescos of the Mother Church in Pomarico dedicated to St. Michael Archangel, several artistic paintings representing Calanchi which were decorated with natural paints and commissioned by the artist Antonella Pagano (Rome); and the nativity scenes shown at the St. Michael Archangel Abbey in Montescaglioso and Matera.

Passion, art, culture and Roland yield breathtaking results!



Graphics are printed on Roland inkjets and transferred to various surfaces for the look of an authentic artifact.



Roland VersaART RS-640

Ideosfera, Where Art is Home

BARI, ITALY – Marco Ruggiero is young but his dreams, projects and passions are those of a mature craftsman.

His latest activity is Ideosfera, an enterprise primarily focused on interior design and environment personalization, which embodies the characteristics of his region of Italy. Twenty-one-year-old Marco and his father work in the center of Bari, in an elegant palace that dates back to the early 20th century. This charming location with liberty-style stuccoes combines art, hospitality, refinement and, now, innovative printing solutions.

Making decisions based on quality has been one of the driving forces behind the Ideosfera project and is reflected in everything they do:



Roland VersaART RS-640

from choosing the location to creating the applications to selecting the printer itself, a Roland VersaART RS-640.

To stand out from the competition, Ideosfera has chosen to offer artistic prints and interior design. Harnessing the power of customization has led Ideosfera to produce graphics for everything from apparel to objects.

The palace hosting Ideosfera is a real art gallery and provides a fascinating backdrop for displaying graphics, as well as contributing to the special mood created for the visitor. The well-known photographic and classical artistic reproductions available at Ideosfera range from antique to modern and are edited and often presented on canvas.

Ideosfera is similar to a Roland Creative Center, except that visitors have the opportunity to purchase the applications that



The interior of Ideosfera is dedicated to fine arts and digital paintings

are most suitable for them: from frescos like trompe l'oeil to separ  that, properly mounted, create a completely new perspective, to photographs edited or tiled in a particular way. The printed canvases can even be touched up by hand to make them unique works of art. Ideosfera also supplies a wide variety of frames to perfectly complement the prints.

In addition, Marco Ruggiero offers his customers the unmatched value of his design and consulting services. At Ideosfera, customers can choose from among many applications and receive not just a simple print, but ideas, suggestions and advice from an expert craftsman.

But above all, what makes the difference at Ideosfera is Marco himself, who will definitely leave his mark on the industry through his unique way of reinterpreting digital printing.

Cheers for the Imagine Roland Pub

ITALY – A pub at a trade show? Absolutely, if it is Roland Pub, or, better, an Imagine Roland Pub!

During Viscom Italia 2009, Roland devoted a section of its booth to a real pub, with plenty of examples of creative applications, including furniture, a desk, a fridge and other objects.

The key point of this initiative was that all the applications were created by the technology craftsmen of the Roland community, assisted by Giovanni Re.

Each craftsman created a particular object, personalizing it with the new Roland Imagine graphics from illustrator Marc Rogalski. Through a platform shared on the Web, each craftsman explained what he meant to do and detailed his workflow. In the end there were a dozen different applications embracing all aspects of visual communications: signs, plates, wrapped furniture, personalized chairs, sublimated dishes, glasses and cutlery, cloths, bags, engraved medals, wrapped fridges, wall coverings, backlit boxes, posters, curtains,

jackets, canvas artwork, as well as customized clocks, bottles, ashtrays and many other items.

Craftsmen then gathered at the Pub during the show, livening up the area and explaining the applications to visitors. Some of the applications were even created during the trade show.

Roland Academy's Training Center offered multiple sessions of various training courses, ranging from the use of color profiles to how to become digital artists.

Because of these efforts, visitors had the opportunity to not only see Roland's products but also to check out actual applications and to talk with other Roland owners, which is very valuable when planning an investment in the purchase of a visual communications peripheral.

At the end of the show, all participants were awarded a certificate. The Imagine Roland Pub can now be seen at the Roland DG Mid Europe Creative Center.



The corner with the pub counter. Each small space is filled with an application.

Directing Railway Passengers with Digitally Printed Signage

VALENCIA, SPAIN – Since the privatization of RENFE (National Network of Spanish Railways), the Public Works Ministry created the Railway Infrastructure Administration, or ADIF (a state-owned company) to manage all the railway infrastructure in Spain.

ADIF currently has more than 14,000 employees who administer more than 5 billion euros annually to build and maintain all tracks, overhead power cables, lines, and railway stations, and to manage all the services associated with these structures.

The “Estación del Norte” is an agency located in Valencia that belongs to the East Territorial Management and employs 269 people. The agency controls 13 railway stations and has rented out 80 regional stations to RENFE. ADIF manages all of the services associated with these structures and shopping facilities ADIF also manages the rental of the station business premises.

Joaquin Piedra, who manages communications and signage maintenance at the stations, said, “Before buying the Roland equipment, we used a water-based ink printer to replace the timetables and signage, but we had many problems such as ink color fading in the sun and running in the rain. These problems meant that we had to laminate everything we printed and reprint often, resulting in high maintenance and materials costs each month.”

Four years ago, ADIF bought a Roland CX-500 cutter. After discovering the machine’s ease of use and its many applications, they went from only making indoor signage (emergency, exits, restrooms, etc.) to creating all internal and external signage (platforms, stations, etc.).

Two years later they invested in a SOLJET PRO III XC-540 printer/cutter, which has given them more versatility and greatly reduced their production costs.

“With the XC-540,” Piedra said, “we are able to print on a much larger range of media than we used previously. We can now create signage on canvas, vinyl, paper, backlights, etc., and the machine can cut the labels completely unattended. In addition, internal maintenance costs have fallen dramatically for several reasons: the materials we can now use are less expensive and do not need to be laminated, and the ECO-SOL Max ink costs less and is more durable than other ink, so we

do not need to reprint our signs as often.

“Today, thanks to the XC-540’s high speed production, we are able to centralize the maintenance of signage and o



Backlit train station route map printed on a XC-540 printer/cutter.



Roland SOLJET PRO III XC-540 printer/cutter

Prototyping Technologies Inspire Grand Designs

SYDNEY, AUSTRALIA – Eighteen-year-old Daniel Tucker of The Scots College in Sydney (Australia) is the proud creator of a striking solid wood guitar. The College’s state of the art facilities use the latest technologies, including Computer Aided Manufacturing (CAM) tools, and enabled Daniel to design and create his masterpiece.

Scots’ Higher School Certificate (HSC) students in their final year of secondary school have been taking advantage of the College’s Roland MDX-40 milling machine since its purchase almost a year ago.

The innovative technology is used in the Design and Technology Course. This course requires the use of the design process of researching, designing, manufacturing and evaluating to determine a solution to a need. The resulting course projects are judged externally on a statewide basis.

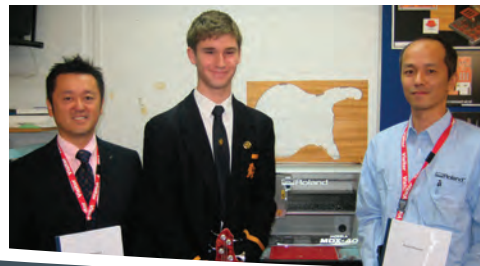
Roland’s pioneering milling tool has enabled The Scots College students to experiment with their designs, making prototypes of their concepts in 3D form for evaluation. Once a design has been selected, the students create the product in 3D form — leading to a rewarding result for both the Scots boys and their teachers.

Daniel Tucker is one such Scots’ boy. He designed an ambitious Victorian ash and Mahogany wood guitar. By using the revolutionary MDX-650 at the Roland head office, Daniel achieved great success in the design and manufacture of an eye-catching and professional-looking guitar.

Daniel’s initial prototyping was completed on the MDX-40, enabling his ideas and concepts to take shape and allowing experimentation, testing and refinement of the design drawing before final production.

Dr. Ian P.M. Lambert, The Scots College Principal, advocates for and strongly supports the use of innovative technologies and state of the art equipment and facilities at the College. “With today’s rapid rate of technological advancement, it’s essential to remain abreast of the latest technological trends, so our boys are equipped to be fine future leaders,” he said.

Daniel Tucker, student, P.M. Lambert, school principal and Roland representative Kevin Shigenoya.



California Entrepreneurs Build Rhinestone Apparel Business with EGX-350

SAN JACINTO, CALIFORNIA – When Terry and Marilyn Peak were downsized out of their corporate jobs, they searched for several months for a new business opportunity. “Our move to promotional products has been an enormous eye-opener for us,” Terry said with a smile. “In corporate life, finance and accounting get blamed for a lot of things. Our new business is fun for us and for our customers!”

Terry and Marilyn founded their promotional products company, Peak Expectations, in 2006 in San Jacinto, California. As their business developed they found that the majority of their orders were for customized garments. To see the latest in garment customization technology, Terry and Marilyn attended the 2008 Imprinted Sportswear Show (ISS) in Long Beach, California. There, they were inspired by the many rhinestone designs they saw. After two days of research, they came home with a Roland EGX-350 desktop engraver.



Marilyn and Terry Peak

These days, the Roland EGX-350 helps them turn out fantastic products using as many as several thousand rhinestones per design. “The Roland is great because it can handle intricate rhinestone designs,” said Marilyn. “Other machines aren’t capable of producing such a high level of detail.” In addition to rhinestone work, they use their Roland to produce key tags and other engraved items.

“The machine is very versatile, which makes it perfect for our business,” said Terry.

Marilyn enjoys taking her clients’ ideas and making them sparkle. “When people send me a design or give me an idea, I tend to go into overdrive for them,” said Marilyn. “The rhinestones bring glamour to the designs and my clients love the looks we can create.” Marilyn uses hot fix rhinestones in a variety of colors as well as metallic stones to add dimension and value to her designs.

To create a design in rhinestones, Marilyn begins by drawing or importing a scanned design in Adobe Illustrator, then exports the design into R-Wear Studio, Roland’s rhinestone design software solution. The software creates a rhinestone pattern based on the specified stone size and desired distance between stones. Next, R-Wear generates a 3D preview of the tool path. At this point, Marilyn makes any minor adjustments needed, then takes a snapshot of her screen and sends it to the client for approval. Once the design is approved, it is output to the EGX-350 and engraved on a template. A special brush allows Marilyn to easily insert the stones into the template, then lift them using transfer tape. To finish the garment, Marilyn applies the transfer using a heat press.



Roland EGX-350

Marilyn and Terry appreciate the EGX-350’s compact footprint. “The machine is entirely self contained and sits on a counter,” said Terry. “Other machines we looked at either weren’t as powerful or required a compressor.”

Since the Peaks purchased their EGX-350, rhinestone designs have become an increasing part of their business. They have applied rhinestones to garments and a variety of other promotional products, including bags, ribbons, towels and banners. Their order sizes range from one to several hundred pieces, and with the EGX-350, the Peaks can turn around their

Peak Expectations started a thriving apparel decoration business with their Roland EGX-350 Engraver



rhinestone design projects in 1-3 days. “The flexibility of the EGX allows us to keep our pricing affordable, even for our clients who want smaller runs,” said Terry.

One of the Peaks’ favorite recent projects was a surprise announcement. One member of a local group got married in secret, and to share the news, he asked Marilyn to create rhinestone ribbons for the centerpieces at their dinner. “The ribbons said ‘Nathan Got Married’ in rhinestones,” said Marilyn. “They really got everyone’s attention!”

The Peaks have also created rhinestone designs to show their appreciation to their clients. “We made several bags to thank employees of a bank that had been a steady customer,” said Terry. “They liked our gift so much, they placed an order for more!”

“Our clients are more than just an invoice to us,” said Terry. “We really enjoy providing designs that exceed their expectations.”

Creating Intelligently Designed Furniture

COPENHAGEN, DENMARK – How do you design a chair that successfully addresses the challenge of sitting comfortably at a table? This was the question furniture designer Antonio Scaffidi asked himself when creating his beautifully simple Nyx chair. A graduate of the highly



Antonio Scaffidi

acclaimed Danish Design School in Copenhagen with several years of furniture design experience, Scaffidi set out to explore the world of chair design, which he thinks offers the opportunity “to capture a furniture designer in an exciting process of assessing form, mechanics, ergonomics and material use.”

To produce his designs, Scaffidi uses the MDX-540 Subtractive Rapid Prototyping milling machine. With its unmatched quality and performance as well as its powerful production options and its ability to mill a wide variety of materials, the MDX-540 has helped Scaffidi transform his 3D computer designs into tangible models and forms. “Often I mill my own molding and shaping tools which I then

use to produce the desired forms indirectly, through vacuum shaping, casts, etc.,” he said. “It is also possible to mill models from a variety of materials which allows me to create the design with accurate physical properties.”

The Nyx chair was milled from several different materials. The frame was made of Ureol material and aluminum, and the seating shell was milled from DIAB foam material. The outer shell is vacuum shaped with the help of a shaping tool Scaffidi created. Last, the frame and outer shell were painted and the chair was upholstered with leather. The result is an ergonomically correct and very accurate prototype of the Nyx chair, which will be evaluated in design presentations aimed at interested furniture manufacturers and consumers.

Antonio Scaffidi’s Nyx chair was nominated for the Danish Association of Wood and Furniture Industries Avantgarde Prize in 2009 and won second place.

Additional information: <http://www.scaffidi.dk>; <http://ta.di.dk/>



Examples of award-winning Nyx chairs designed with a Roland MDX-540 milling machine.

“It is also possible to mill models from a variety of materials which allows me to create the design with accurate physical properties.”

– Antonio Scaffidi



Roland MDX-540

Bringing a Photo Project to Life

COPENHAGEN, DENMARK – Early in 2009, Roland DG North Europe was asked by Danish photographer Helga C. Theilgaard to print photos for her outdoor exhibition entitled "The Rootless." Roland agreed, and thirty black and white portraits of Danish homeless people with various life stories set the background for the photo exhibition which opened in Copenhagen in January 2010. With her thought-provoking portraits, Theilgaard sought to bring attention to the living conditions of the homeless.

In the fall of 2009, the task of conveying Helga Theilgaard's work and vision onto print media was handed over to Roland DG North Europe. Theilgaard chose Roland DG because Roland's ECO-SOL MAX inks are weatherproof and could be printed on less expensive media, thus saving Theilgaard one third of her total budget and the additional time and expense of lamination.

Since each portrait measures 67" x 82" (170 x 210 cm), Roland chose to use the SOLJET PRO III XJ-740 inkjet printer. This presented an exciting opportunity as fine art photographs are traditionally printed on large photostatic printers. The XJ-740 performed beautifully, successfully meeting the challenges of the exacting world of photographic printing. "I was very excited to see the test prints for the first time," said Theilgaard. "As a photographer, the standards you have for a photo print are extremely high as it is important that contrast and tone are well matched and that the details in the picture are clear. A bad print can ruin the story you want to tell with your photo."

After a few profile tweaks, the results matched the photographer's expectations. "I was actually surprised by the fine detail and contrast in the print, which was the deciding factor for me," she continued. "It is fantastic to discover that the technology has become so advanced that it is possible to move outside the traditional photographic media and production methods."

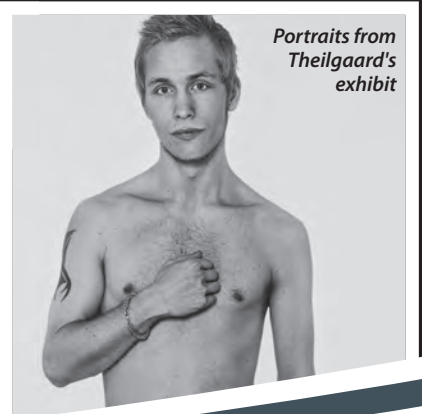
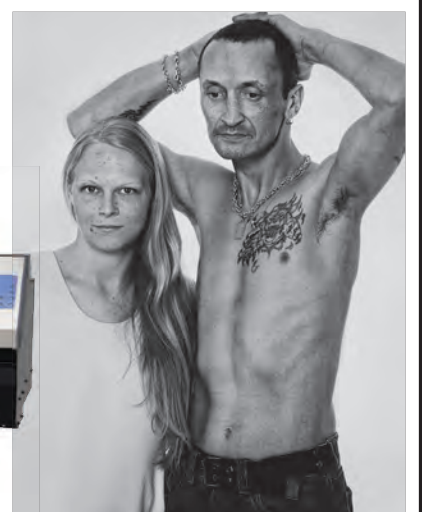
For Roland DG, their successful cooperation with the renowned photographer marks a big step forward in the effort to convince photographers that digital printing is an attractive alternative to more traditional production methods, providing both quality and cost savings. At the same time, Roland's support of the show allows audiences to share in an interesting exhibition with a social edge.

About Helga Theilgaard: www.helgatheilgaard.dk.

Additional information about "The Rootless" (in Danish) www.derodloese.dk.



"It is fantastic to discover that the technology has become so advanced that it is possible to move outside the traditional photographic media and production methods." – Helga C. Theilgaard



Portraits from
Theilgaard's
exhibit

Creating Illumination Technology with the MDX-540

BARCELONA, SPAIN – Lightled is a Barcelona company founded as a result of the evolution from electric light to electronic light. Its corporate vision is to give shape to lighting. The firm is not yet well known, but has a bright future in the fields of lamp design and lighting effects. They are developing products not only for indoor lightning such as shop displays and interior decorating, but also for buildings, traffic lights and other outdoor illumination.

LEDs (Light Emitting Diodes) are remarkable for their small size, low electricity consumption and maximum radiation and



Eduardo René of Lightled poses with Pau Nuñez of Roland DG Iberia and another associate

durability. Today, LEDs are one of the most popular components for both indoor and outdoor lighting. LEDs transmit frontal light and 100% of their light is usable, which helps them achieve a high efficiency level.

Lightled bought a Roland MDX-540 milling machine in 2007 to manufacture prototypes of lighting designs. The unit works intensively, seven days a week, in a non-stop environment. Mr. Eduardo René of Lightled explains: "We are applying LED technology to almost every possible form of lighting. We are designing lighting for the future by introducing the latest advanced technology. The MDX-540 lets us realize all our lighting designs so we can test them under all conditions, including light radiation, weather resistance, dust, etc. We even use it for small production runs."

Lightled was recently involved in one of the country's largest illumination projects, the



Agbar Tower in Barcelona

Agbar Tower in Barcelona. The Agbar Tower is the third tallest skyscraper in the city and has become a popular hallmark of the city's skyline. Thanks to colorful lighting, the tower can be seen from almost anywhere in the city.

Realistic, High Quality Packaging Prototypes Boost Marketing and Sales at Sugakiya

AICHI, JAPAN – Sugakiya Foods Co., Ltd. is one of the top packaged food manufacturers in Japan. Headquartered in Aichi prefecture in Central Japan with an affiliate in China, Sugakiya produces instant, precooked and raw noodles as well as noodle soups.



Mr. M. Chiba, designer

"We develop one or two new products every month," said Mr. M. Chiba, a designer in the firm's design and packaging material development team. Our product cycle is basically only two to three weeks long - one month at the longest. Due to this very short product development cycle, we are always extremely busy. With the lack of time and budget, it was very hard for us to prepare packaging prototypes for all of our client presentations through an off site printer, even though we knew the samples were very important."

In one case, a sales person in charge of Sugakiya's main product line, chilled food, was requesting packaging samples printed on soft packaging films. Mr. Chiba noted that especially when presenting designs to supermarkets or convenience stores, being able to show sample packages that are identical to the final product is key. "If you cannot show realistic prototypes, the negotiation becomes very difficult and the deal itself may be at risk," said Mr. Chiba.

Increasing demand from Sugakiya's sales people for realistic packaging prototypes led the firm to invest in an inkjet printer. Sugakiya chose the Roland VersaUV LEC-300 printer/cutter because it supports a wide

variety of media, including films and papers. Backing transparent films with high-opacity Roland ECO-UV white ink yields brilliant and vivid colors, which are ideal for food packaging. In addition, the LEC-300 allows them to produce a wide range of promotional materials in-house on one device. They run posters and banners, POPs, labels, stickers, and other materials for their marketing efforts and tradeshow.



"We also use the LEC-300 for color and design proofing. The machine is running almost all day, every day. It has been only six months, but we are very happy with the LEC-300," said Mr. Chiba. "Now we can produce as many prototype pieces as we wish. Being able to produce accurate packaging prototypes on the LEC-300 has had a tremendous effect on our ability to close business deals, and has improved our communications with our clients. We also benefit from increased operating effectiveness since the prototypes are exactly the same as the final products, and we can now demonstrate our products in the colors that appeal most to consumers."



Printing the company's popular mascot character named "Su-chan" with their LEC-300.



Two wall graphics made with vinyl which are available on HV Arti Grafiche's web catalogue.



Personalized Interior Spaces by HV Arti Grafiche

VENICE, ITALY – About half way between Romeo and Juliet's Verona and the superb Venice, in a land with plenty of art masterpieces, universities and fascinating culture, is the new main office of HV Arti Grafiche.

Davide Boggian and his collaborators could not help but be influenced by the great history around them. After initially developing content for multimedia and digital printing, they turned their attention to interior design and the new applications for digitally customizing interiors.



Davide Boggian

HV's trusted digital printing technology is the Roland SP-540V, which they use for the reproduction of art graphics, stencil and decorations.

The first step on HV's path toward interior customization was the application of different vinyl shapes in interiors. This application immediately

generated a unanimous positive response among the staff and a catalogue of designs was created on a dedicated Web site. The decorative stickers can be chosen from this catalogue and applied directly on the wall. The sticker, used as stencil in this case, can be painted in a way similar to using the mask technique with the punch as a template. Of course, stickers can also be stuck to the wall directly, as furnishing. This application represents a simple but elegant way of using pre-spaced shapes.

HV Arti Grafiche, in addition to offering other popular digital print media, now creates interior personalization with digital frescos, especially trompe l'oeil, using both classic themes and more modern styles. Recently, they also began creating furniture personalization through digital and transfer printing.

Interior personalization is a world that promises many new developments, thanks to the application possibilities, the wide variety of materials that can be used with Roland's printers, and the passion of Davide Boggian.

A world promising a wide variety of creativity, thanks to the possibilities of applications and materials printable with Roland.



Roland SP-540V



Handicapped and severely ill children enjoy a ride on the Hoppetosse

Giving Children an Unforgettable Experience

REISKIRCHEN, GERMANY – Wings for Handicapped wants to improve the mobility of handicapped and seriously ill children. They take these children on their boat, the Hoppetosse, for an unforgettable trip on the water. The name of the boat refers to the children's literary character Pippi Longstocking's father. In the books by Astrid Lindgren, Pippi Longstocking is the most powerful girl in the world, fearing nothing and no one. She makes the impossible possible, which is what Wings for Handicapped wants to achieve.

Wings for Handicapped, also known as w4h, was founded in 2000 by Jörg Leonhardt.

Leonhardt was paralyzed at age 18 as a result of a car crash. He uses a wheelchair, but that doesn't keep him from living an active life. He dives, flies and plays wheelchair basketball. Leonhardt has a mission: he wants to show handicapped and seriously ill children that they too can fulfill their dreams and open up new horizons.

w4h takes handicapped and ill children on an exciting trip on a 28.2' (8.6m) long rubber speedboat. Leonhardt steers the boat himself. Leonhardt said, "The human being is what we focus on, not his or her restrictions. We give the children the opportunity to strengthen their self-awareness and have unforgettable experiences."

w4h organizes all sorts of events for handicapped and ill children. The association also participates in many

exhibitions in order to promote their work and thank their supporters. "The only financial resources we have come from gifts. Trade shows give us the opportunity to bring attention to our cause and the people and companies that support us. In this way, we can thank them for their financial and material help.

Roland DG supported us by providing a GX-24 cutting plotter. We use this machine to make stickers for the boat, cars and T-shirts. My sisters create the designs and I operate the cutting plotter. It's very easy to use," said Leonhardt.

To date, hundreds of children have taken a trip on the Hoppetosse. Now that they've conquered the water, w4h wants to explore the sky as well. They are taking children for rides in an ultra light airplane. The possibilities to broaden horizons are endless. www.w4h.de



Roland GX-24

"Roland DG supported us by providing a GX-24 cutting plotter to make stickers for the boat, cars and T-shirts." – Jörg Leonhardt

Introducing the 8-color VS-640, our Newest and Most Powerful VersaCAMM Ever



The VersaCAMM VS 640 represents the culmination of all the latest Roland inkjet technology into one versatile package. As the company's newest and largest printer/cutter model, the 64" VS-640 brings you all the best of our previous VersaCAMM line of products, fully optimized to support your business demands.

Developed for DPI award-winning Metallic Silver ECO-SOL MAX ink, the VS-640 features eight colors, CMYK+Lc+Lm+Metallic Silver+White (CMYK+LcLm+Mt+W). Compatible with vinyl, PET film, canvas, paper, transparent film and banner substrates, metallic silver ink can be printed as a spot color or combined with the VS-640's CMYK inks to produce a range of colored metallic effects including gold, silver, bronze and over 500 pearlescent colors. With the VS-640, you can produce signs, banners, labels, POP displays, vehicle graphics and all types of wraps, using a whole new metallic color palette. A double CMYK model (KYMCCMYK) is also available for rich saturated 4-color graphics and blazing speeds. Or you can choose a 6-color CMYK+LcLmCM version for outstanding color reproduction and imaging.

New! MPX-90 for Personalized Gifts and Jewelry and a Host of Industrial Marking Applications

The MPX 90 is Roland's latest, most powerful impact printer ever, capable of printing on harder materials than any of our previous models. In addition to serving the kiosk, gift and jewelry markets, the MPX-90 is ideally suited for industrial marking applications including the production of serial number plates and data plates. It can also be used for medical and industrial tool identification/marketing.



The compact MPX-90 imprints text, graphics and photographic images without leaving any residue behind, making it ideal for retail environments. Users can personalize pendants, dog tags, key chains, pens, money clips and more. For the

industrial market, the MPX-90 is among the industry's lowest cost marking solutions. With three times the force of the previous MPX model, the MPX-90 imprints on hard surfaces including non-plated and unpolished materials, including stainless steel, titanium, gold, silver, copper, platinum, brass, aluminum, iron and acrylic. Variable data printing allows users to apply unique identification numbers to each item in a series. Software included.

XC-540MT Printer/Cutter Features DPI Award-Winning ECO-SOL MAX Ink

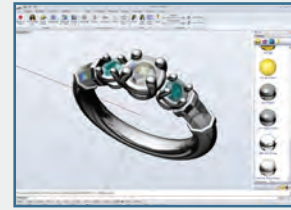


As the world's first inkjet printer/cutter developed exclusively for metallic silver ink, the 54" SOLJET PRO III XC-540MT features six colors, CMYK+Metallic Silver+White (CMYK+MT+W). Compatible with vinyl, PET film, canvas, paper, transparent film and banner, the new metallic silver ink can be printed as a spot color or combined with the XC-540MT's CMYK inks to produce a range of colored metallic effects including gold, silver and pearlescent colors. A double white ink model (CMYK+WW) is also available for the brightest white text, graphics and floods.

The XC-540MT is based on renowned SOLJET PRO III technology. It achieves a maximum print speed of 441 sqft./hr. for CMYK graphics and image quality up to 1440 x 1440 dpi resolution in CMYK mode. As an integrated printer/cutter, the XC-540MT prints and then automatically contour cuts images without any steps in between. Engineered for the demands of production shops, the XC-540MT is a high-performance device featuring a heavy-duty media handling system, automated maintenance, the DU-540 dryer/blower unit and Roland's most advanced inkjet technology, Roland Intelligent Pass Control.

Upgrade Your JWX Jewelry Model Maker with New JewelStudio 2.0 Design Software

Every JWX-30 jewelry model maker comes with Roland JewelStudio – powerful jewelry design software that boosts productivity and enhances client communication. Now JewelStudio 2.0 is here, offering even more features to expedite your production workflow.



With JewelStudio, you can digitize your hand-sketches or 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 – all just a mouse click away. This makes it extremely easy to modify jewelry sizes or subtly alter designs.

With Version 2.0, JewelStudio now features parametric editing capabilities allowing designers to change the parameters of a design such as the shape and size of a ring and see these changes reflected dynamically on screen. Other new features include the 3D texture function which creates original textures on the surface of jewelry, Relief Studio for sophisticated 3D reliefs, Dynamic Polar Array which creates an array of stones in real time, and an animation studio for displaying finished designs in a video presentation for viewing on a Web site, DVD, or as an e-mail attachment.

Optimize Your Roland with New VersaWorks 4.0 RIP Software

VersaWorks 4.0, our most advanced RIP software to date, is now available for all Roland inkjet printers, printer/cutters, and cutters. This true Adobe PostScript 3 RIP ensures exceptional production output with unmatched ease of use and now incorporates the latest Adobe CPSI 3019 engine. VersaWorks supports the Roland Color system which accurately reproduces spot colors from color charts and swatch books including more than 1,000 standard colors and now more than 500 metallic colors. VersaWorks 4.0 also includes the Roland Texture Library featuring more than 70 ready-to-use textures that can be printed with the VersaUV LEC's clear coat ink.



With VersaWorks, you can choose from print options including a high-speed mode for production banner printing, the MAX Impact preset for vivid outdoor graphics and Artistic mode for exceptional indoor graphics. In addition, VersaWorks features Variable Data Printing and supports up to four Roland devices simultaneously including printers, printer/cutters and cutters. It automatically estimates the ink usage and print time for each graphic so you can accurately monitor time and costs. VersaWorks features include embedded ICC profile support, ink level adjustment tools, software proofing capabilities, error diffusion for outstanding print quality and advanced cropping, tiling and nesting options. VersaWorks 4.0 is fully compatible with Windows 7, Vista, XP and 2000.

Tradeshows and Events

APRIL

1-6 SIB Sfax
6-8 Mosbuild
7-9 Sign 2010
8-10 ISA Sign Expo
13-15 Sign and Digital UK
15-16 Cosmopack
15-17 Scandefa
15-18 PhotoForum
16-18 ExpoVisual
21-24 China Sign Expo
25-29 GITEX Saudi Arabia
30-May 1 Visual Impact Image Expo

Tunis Tunisia
Moscow Russia
Copenhagen Denmark
Orlando, FL USA
Birmingham UK
Bologna Italy
Copenhagen Denmark
Moscow Russia
Napoli Italy
Beijing China
Riyadh Saudi Arabia
Gold Coast Australia

MAY

3-4 FTA/Info Flex
11-14 National Manufacturing Week
18-25 IPEX
18-20 Rapid Prototyping SME
24-28 MetalExpo 2010
20-22 Japan Print 2010
26-27 Pack & Emballage

Las Vegas, NV USA
Sydney Australia
Birmingham UK
Anaheim, CA USA
Moscow Russia
Osaka Japan
Malmö Sweden

JUNE

3-5 The NBM Show
5-6 Tropo
6-9 PTC User World Event
8-10 East Pack
8-11 Packology
15-17 SIET 2010
16-17 Packaging Ireland
16-18 Sign Expo
18-19 Tropo
22-26 Fespa
23-25 21st Design Engineering & Manufacturing Solutions Expo

Indianapolis, IN USA
Sydney Australia
Orlando, FL USA
New York, NY USA
Rimini Italy
Tunis Tunisia
Dublin Ireland
Osaka Japan
Melbourne Australia
München Germany
Tokyo Japan

JULY

4-7 WineTech
7-10 Shanghai International AD & Sign Technology Equipment Exhibition
7-9 Promotional Goods Expo
11-12 INTAD Conference
15-16 ImageExpo
21-24 Serigrafia & Sign - Screen Printing and Sign Exhibition
22-23 Label Forum Japan
22-24 Primedex 2010
23-25 Mediatech Africa
30- Aug 1 Media Expo - Delhi
30-31 FGD Expo JHCC

Adelaide Australia
Shanghai China
Tokyo Japan
Brisbane Australia
Adelaide Australia
Sao Paulo Brazil
Tokyo Japan
Yokohama Japan
North Riding South Africa
New Dehli India
Jakarta Indonesia

AUGUST

3-5 Photo Image Brazil
5-6 ImageExpo
7-11 Reed Gift Fair
12-14 The NBM Show
29-31 JAA International Jewellery Fair
26-29 Copenhagen Jewellery Fair

Sao Paulo Brazil
Perth Australia
Melbourne Australia
Long Beach, CA USA
Sydney Australia
Copenhagen Denmark

SEPTEMBER

2-4 Sign & Display Show
8-10 Sign Africa Johannesburg
20-22 Visual Impact Image Expo
21 ASGA
21-23 Viscom Paris
23-24 Dental Fair

Tokyo Japan
Johannesburg South Africa
Sydney Australia
Sydney Australia
Paris France
Vejle Denmark

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