

**Roland VersaArt RS-640 & RS-540
Wide Format Inkjet Printers**

Frequently Asked Questions

Release & Pricing:

Q. What are the list prices of the new VersaArt RS-640 & RS-540?

A. The list price for the new 64" VersaArt RS-640 is \$16,995, and the 54" VersaArt RS-540 is \$15,495. The RS Series features ECO-SOL MAX inks and is available in a standard 4-color CMYK ink configuration. There are two optional take-up units available for each model, the TU2-64 (64") and the TU2-54 (54") priced at \$1,995.

Q. When will the new RS-640 & RS-540 be available?

A. The VersaArt RS-640 & RS-540 inkjet printers are being announced on September 8, 2008 and will begin shipping October 15, 2008 to Roland Authorized Dealers in the US, Canada and Latin America.

Q. What is the key sales message for the VersaArt RS Series?

A. The new VersaArt RS series powered by Roland Intelligent Pass Control technologies brings together high performance and wider printing capabilities to the Roland line of eco-solvent printers. Increased productivity, enhanced image quality, versatility, ease of use and affordability differentiate the RS series from the competition. With a maximum print speed of 230 sfph, an advanced accurate media handling system, and Roland Two-Year Trouble-Free Warranty, the RS-540 and RS-640 stand alone as affordable production printers for indoor and outdoor graphics.

Q. What are some of the key features and benefits of the RS series?

A. The new VersaArt RS-640 offers several major enhancements in a compact 64" wide format printer designed to maximize image quality, productivity and versatility for indoor and outdoor durable graphics production.

1. *New Roland Intelligent Pass Control.* This technology was originally developed by Roland software engineers for the SOLJET PRO III series. Now optimized and fully implemented in the RS series, Roland Intelligent Pass Control is based on a 3-dimensional system for dot placement and creates masked patterns that ensure accuracy in filling in the smallest gaps between passes. The result is consistently smooth gradations and solid color fills with virtually no signs of banding across a wide range of media in every print mode.
2. *New heavy-duty media flanges.* Newly-designed media flanges ensure proper support for heavier rolls and highly accurate media feed throughout the entire print job.
3. *New Roland VersaWorks 3.0 RIP software.* This powerful software-based RIP includes the latest Adobe CPSI engine technology for faster processing, better color and smoother gradations. It also can control multiple Roland printers at the same time. VersaWorks also features the Roland Color

System for spot color matching, Variable Data Printing for customized job output, and the Max Impact preset for richer color contrast, outstanding image quality and maximum productivity.

4. *Greater image quality at higher production speeds.* By using Roland Intelligent Pass Control in all modes, image quality is enhanced, even in bi-directional printing and billboard mode.
5. *Faster print speeds across a wide range of coated and uncoated media:*

Banner	Resolution	RS-640 Print Speed	RS-540 Print Speed
Billboard	540 X 360 (3 pass)	230.3 sfph (21.4 sq m/hr)	221.7 sfph (20.6 sq m/hr)
High Speed	540 X 360 (4 pass)	172.2 sfph (16.0 sq m/hr)	165.8 sfph (15.4 sq m/hr)
Standard	540 X 720 (5 pass)	136.7 sfph (12.7 sq m/hr)	131.3 sfph (12.2 sq m/hr)
High Quality	1440 X 720 (9 pass)	52.7 sfph (4.9 sq m/hr)	50.6 sfph (4.7 sq m/hr)
Vinyl			
High Speed	360 X 720 (5 pass)	139.9 sfph (13.0 sq m/hr)	135.6 sfph (12.6 sq m/hr)
Standard	720 X 720 (5 pass)	111.9 sfph (10.4 sq m/hr)	107.6 sfph (10.0 sq m/hr)
High Quality	1440 X 720 (9 pass)	52.7 sfph (4.9 sq m/hr)	50.6 sfph (4.7 sq m/hr)

6. *Optional Take-Up units available.* TU2-64 & TU2-54 enables consistent unattended roll-to-roll printing for longer print jobs.
7. *Adjustable head height levels.* Two levels are available – High 3.2 mm and Low 2.2 mm.
8. *The maximum media weights.* Max. media weights: RS-640: 88 lbs; RS-540: 66 lbs.
9. *The maximum media width.* Max. media width: RS-640: 64” roll, printing width: 63.6”. RS-540: 54” roll, printing width: 53.6”.
10. *Energy efficient and designed for the environment.* Energy Star certified and operates with standard electric power. Certified by Roland’s Eco-Label system for environmental compliance.

General Information:

Q. What are the similarities and differences between the VersaArt RS series and the VersaCAMM VP series?

A. The new VersaArt RS-640 & RS-540 wide format inkjet printers share the same compact design as the popular VersaCAMM series. The RS series also uses the same proven Piezo print head technology that thousands of Roland users depend on every day to run their business. The Roland developed printer/cutter technology used in the VersaCAMM series is engineered to produce print and cut graphics unattended in a single device. Many signmakers already have VersaCAMMs or stand-alone Roland GX cutters in their shop, and are looking to add wider format printing capabilities. So now Roland customers have more choices in their workflow between the newest 4-color 54” and 64” wide format eco-solvent printers in the Roland line.

Q. Are there any other costs associated with purchasing one of these machines?

A. Since the RS series ships complete with Roland VersaWorks™, a custom-designed RIP software, and includes the Roland Two-Year Trouble-Free Warranty, the only other item needed to get started is a set of 4-color (CMYK) ECO-SOL MAX ink cartridges available in 220ml or 44ml.

Users can use any design package that meets their needs including CorelDraw, Adobe Illustrator, Adobe Photoshop, SAI FlexiSign or Cadlink SignLab.

Q. What is the warranty availability and what does it cover?

A. As proof of unmatched reliability, the RS series is backed by Roland's Two-Year Trouble-Free Warranty.

The Two-Year Trouble-Free Warranty Program consists of two parts:

1. Roland DGA Standard Limited Warranty – 1 year
2. Free additional year of Limited Warranty coverage, provided two conditions are met:
 - End-user customer must register the printer within 60 days of purchase
 - Exclusive use of Roland ECO-UV ink throughout the entire two-year warranty period.

When any of those two conditions are not met, the printer is only eligible for the 1-year Roland DGA Standard Limited Warranty. Except in cases where non-Roland inks are used, even during the first year of Standard Limited Warranty, repairs made necessary by the use of non-Roland ink are excluded from coverage.

Q. What is the cost of the extended warranty coverage?

A. Users can purchase extended warranty coverage for the RS-640 or RS-540 priced at only \$1,895 for each additional year, up to an additional 3 years of coverage beyond the standard warranty.

Q. What is unique about the custom-designed Roland VersaWorks 3.0 RIP software that ships with these units?

A. The new VersaWorks™ 3.0 RIP software was designed and developed by Roland specifically to optimize performance of our printers and printer/cutters. This full-featured RIP is extremely easy-to-use and supports a variety of file formats. This powerful software-based RIP includes the latest Adobe CPSI 3018 engine for faster processing, better color and smoother gradations. The RIP software server functions will simultaneously drive up to 4 Roland printers, printer/cutters and GX series cutters.

VersaWorks standard software features include several outstanding productivity tools including Roland Color and Variable Data Printing. Roland Color allows users to quickly and easily color match vector graphics by offering pre-defined color palettes that are easily loaded into Corel or Illustrator. Graphics designed using these palettes are automatically color-matched in VersaWorks, offering 100% color accuracy every time without the use of any additional tools or software.

The Variable Data Printing option is a very easy-to-use workflow to quickly customize and serialize jobs by combining Excel data with Illustrator or Corel images right in VersaWorks. The user can then also make font changes to the data before printing. These features are unique and beneficial to users, especially those with limited color management experience.

Q. What ink type and colors does the RS series support?

A. The RS-640 and RS-540 are 4-color (CMYK) wide format inkjet printers that use our popular eco-solvent inks. Eco-SOL MAX inks typically do not require any additional ventilation, so they can be safely used in an office or smaller shop environment.

The 4 colors of ink are available in 220 or 440 ml cartridges, and the unit includes a built-in tray for larger cartridge protection.

Q. What types of substrates are compatible with the new RS series printers?

A. The RS series uses ECO-SOL MAX inks which enables high quality printing can print on a wide range of media. And Roland's complete line of Eco-SOL Media (ESM) provides a variety of substrates including paper, films and our newest materials such as ESM-SSC Solvent Satin Canvas and ESM-SGC Solvent Gloss Canvas for the décor and fine art applications.

The RS series can also produce stunning output using many of the other Roland media including select Roland Piezo Certified Media (PCM) and all SOLJET Certified Media (SCM).

Roland VersaWorks RIP software includes ICC color profiles for Roland's line of compatible media as well as generic banner, vinyl and fabric media profiles.

Q. What is the cost-per-square-foot of the output?

A. Ink cost for the Eco-SOL MAX ink is as low as \$.14 per-square-foot. Since the target price point for a variety of substrates (paper, banner and calendered adhesive-back vinyl) is around \$.30 per-square-foot such as Roland ESM-MCVP (Matte Calendered Vinyl), the total cost of output can be as low as \$.44 per-square-foot or lower depending on media cost.

Q. How long will prints produced with Eco-SOL MAX ink last?

A. The general statement of "up to 3 years" durability is meant for outdoor graphics produced with adhesive-back vinyl. Variables that effect print longevity include graphic placement and exposure as well as the type of material used.

Indoor print durability is many years depending on the substrate, and is often expected to be more than 50 years with a durable substrate such as canvas.

Q. Do prints require any additional finishing?

A. The durability for laminated prints would be expected to exceed the 3 year mark. Graphics protected with high-quality pressure-sensitive overlamine film would be expected to last at least 5 years, depending on exposure and geographic region. Roland definitely recommends overlamination for graphics in highly abusive environments such as floor or vehicle graphics.

Q. What type of maintenance does the RS series require?

A. As with all Roland printers and printer/cutters using Eco-SOL MAX inks, the RS series is very low-maintenance and designed to be run continually as a production machine. There is no daily maintenance required and very few user-replaceable parts.

Q. What are the user-changeable parts and how much do they cost?

A. The following parts are the only consumable spare parts that require replacement, depending on print volume and machine use.

- Wipers \$12.00
- Wiper scraper \$ 6.00

VersaArt RS-640 & RS-540 Specifications:

Q. How many print heads are used in the RS series?

A. The RS series utilizes 4 Piezo print heads consisting of one head per ink color.

Q. How many heaters are built into the RS series?

A. The RS series features 2 integrated print heaters. The first stage printer heater is used for expansion of pores in the substrate and enables the Eco-SOL MAX ink to adhere to uncoated vinyl materials. The second, a post heater, is used to help dry the print.

Q. How fast are the RS-640 & RS-540 printers?

A. The RS-640 offers a maximum print speed of 230.3 square feet per hour (21.4 sq m/hr) in billboard mode, and prints at 136.7 square feet per hour (12.7 sq m/hr) in standard mode on banner material.

The chart below for the RS-540 & 640 lists all available modes, print speeds with resolution and number of passes by media category.

Banner	Resolution	RS-640 Print Speed	RS-540 Print Speed
Billboard	540 X 360 (3 pass)	230.3 sfph (21.4 sq m/hr)	221.7 sfph (20.6 sq m/hr)
High Speed	540 X 360 (4 pass)	172.2 sfph (16.0 sq m/hr)	165.8 sfph (15.4 sq m/hr)
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High Speed	360 X 720 (5 pass)	139.9 sfph (13.0 sq m/hr)	135.6 sfph (12.6 sq m/hr)
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High Quality	1440 X 720 (9 pass)	52.7 sfph (4.9 sq m/hr)	50.6 sfph (4.7 sq m/hr)

Q. What is the print resolution of the RS series?

A. Maximum print resolution is 1440 dpi (720dpi x 1440dpi). There are also 6 other print modes as referenced in the chart above. These modes offer vivid solid color printing for the best color output per resolution. Roland Intelligent Pass Control optimizes the image quality in all print modes.

Q. What is the maximum media width that the RS-640 & RS-540 can accommodate as well as print?

A. The RS-640 accommodates 64-inch wide media and can print up to 63.6 inches wide. The RS-540 accommodates 54-inch wide media and can print up to 53.6 inches wide.

Q. What is the maximum media thickness that the RS models support?

A. The maximum media thickness is 39 mil (.039 inches or 1.0mm). To prevent potential head strikes when using thicker substrates, the RS series offers control between the two selectable head height positions. The clearance between the print heads and the platen is 0.12 inches (3.2mm) in the high position and 0.08 inches (2.2mm) in the low position.

Q. What is the maximum media roll weight and diameter the RS-640 & RS-540 can support?

A. The RS-640 accommodates up to 88 pound rolls, allowing for use of heavier and longer rolls of media such as 50 yard rolls of adhesive-back vinyl or banner. The RS-540 accommodates up to 66 pound rolls. Media can either be on a 2 or 3" core with a total diameter of 8.3" (210mm).

Q. What are some of the other features that optimize the operation of the new RS models?

A. The RS models include several key mechanical developments to support faster speeds with better media feed as well as optimizing performance with tighter specifications for handling longer and heavier roll media. The RS series incorporates new heavy-duty media flanges that lock in on two rigid steel roller bars to provide a more robust media feed platform.

The RS series also integrates the grit roller system and belt drive system from the SOLJET PRO III line. A new set of antistatic plates on top of each pinch roller help reduce static electricity buildup from media friction. The RS-640 has a total of 10 pairs of pinch rollers working together with the grit rollers to ensure consistent and stable media feed.

Q. Are there take-up units available for the RS series?

A. Yes. There are two optional media take-up systems available. The TU2-64 and TU2-54 systems with automatic sensing and a self-tensioning roller bar increases the media handling capabilities and optimizes the production footprint for unattended roll-to-roll printing. Both the TU2-54 and the TU2-64 system are priced at \$1,995 and provide reliable media feed for a variety of print jobs including high-speed banner production. Maximum media weight on the take-up unit is 66 pounds.

Q. How do I connect an RS series printer to my computer?

A. The RS series includes 10/100BaseT Ethernet connectivity standard. You can connect the printer directly to a PC with a crossover cable or to an existing network using a standard network patch cable.