

## Product Information Guide

The New Roland VersaArt RS-540 & RS-640



### Overview

#### Redefining Versatility in Wide Format Inkjet Printing

Roland is pleased to announce the **new Roland VersaArt RS-540 & RS-640** inkjet printers, our most affordable and versatile 54" and 64" wide format eco-solvent printers to date. Offering the same compact design, low-maintenance and ease-of-use of the VersaCAMM VP series combined with *faster production printing* and *higher image quality*, the RS series represents a breakthrough in production printing as only Roland can deliver. On the inside the VersaArt RS series incorporates key advances from our SOLJET PRO III series. Using our revolutionary Roland Intelligent Pass Control™ technology to precisely control dot placement, the new VersaArt RS series delivers outstanding performance and print quality in every mode.

Not only did we engineer the new RS-540 and RS-640 to be among the most advanced 54" and 64" 4-color Roland printers ever - we made them even more affordable to own for only \$15,495 and \$16,995 respectively.

The bottom line: when you consider all of the pure print performance capabilities combined with ECO-SOL MAX inks, Roland powerful RIP software, reliability, support and warranty, it's clear that the new VersaArt RS-540 and RS-640 stand out from the competition.

#### Built on a foundation of Roland Innovation and Performance

The new RS-640 and RS-540 include features from the VP series but raises the speed and quality to a new level.

- **Roland Intelligent Pass Control**
  - Designed to increase speed without sacrificing image quality
  - Eliminates virtually any sign of banding in all print modes
  - Patent pending system developed from the award-winning SOLJET Pro III series
- **New Roland VersaWorks 3.0 RIP Software**
  - Roland's most powerful RIP Server software
  - Latest true Adobe PostScript 3 engine for enhanced color and gradations
  - Control up to 4 Roland printers, printer/cutters & GX-series cutters
- **Higher levels of speed, print quality and versatility for greater productivity**
  - Achieves print speeds of up to 230 sfph (21.4 sq m/hr) in billboard mode
  - Increases throughput in Standard mode up to 137 sfph (12.7 sq m/hr) on banner media
  - More robust media handling
  - Low-maintenance for ease-of-use and great productivity
  - Greater versatility for a wide range of media options including fabrics and canvas for soft signage and other specialized applications
- **Designed to Environmental Standards for Today and the Future**
  - Energy Star Certified wide format printer
  - Efficient ink usage to reduce waste and maximize production
  - Manufactured to comply with worldwide standards

The new VersaArt RS-640 and RS-540 are the ultimate affordable high-speed production tools for creating stunning indoor and outdoor banners, signs, vehicles, decals, POP displays and more.

**Pricing & Availability: VersaArt RS-540 \$15,495; VersaArt RS-640 \$16,995; U.S. List Prices**

**Public Announcement & Ad Embargo Date: September 8, 2008 - Units begin shipping October 15, 2008**

## Key Features

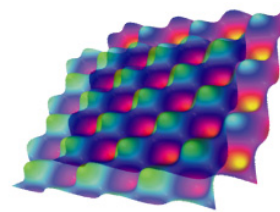
### New VersaArt RS-540 & RS-640

- Roland Intelligent Pass Control™
- Outstanding Print Quality
- High-Speed Production Printing
- Advanced ECO-SOL MAX Ink
- Heavy-Duty Media Handling
- Optional Take-Up System
- VersaWorks RIP Software
- Integrated Heater System
- Ethernet Connectivity Standard
- Automated Maintenance System
- 64" Wide Format Inkjet Printer
- Two-Year Trouble-Free Warranty

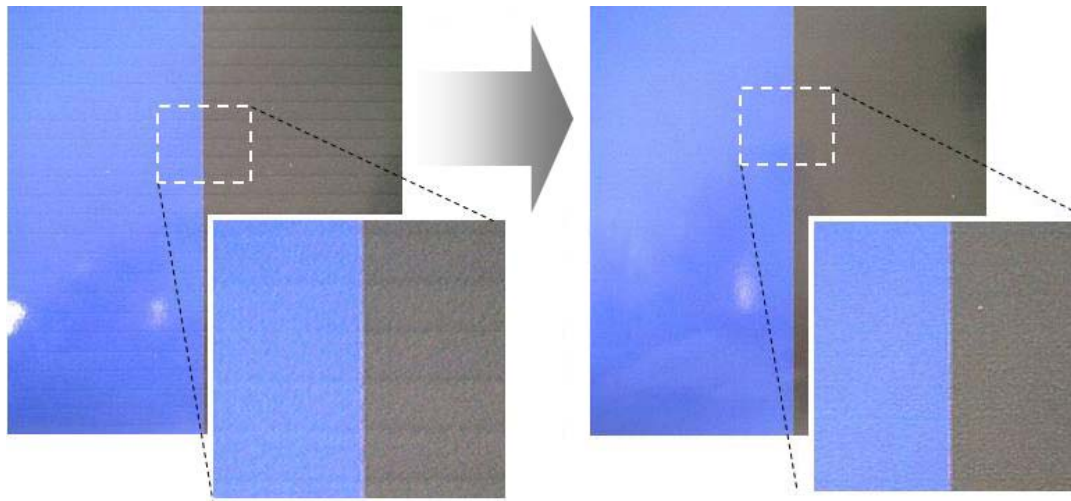


### Roland Intelligent Pass Control

Roland Intelligent Pass Control technology developed by Roland software engineers represents the evolution of inkjet printing. This 3-dimensional system combined with optimized mask patterns is designed to control the ink firing at the edge of each pass and deliver unprecedented imaging performance in all resolutions. The technology actually enhances image quality through precise dot placement and accurate media feed. So the new RS-640 and RS-540 always produce smooth gradations and solid colors, while achieving faster throughput and virtually no signs of banding in all print modes.



**Roland  
Intelligent  
Pass  
Control**



**Without Roland Intelligent Pass Control**

**With Roland Intelligent Pass Control**

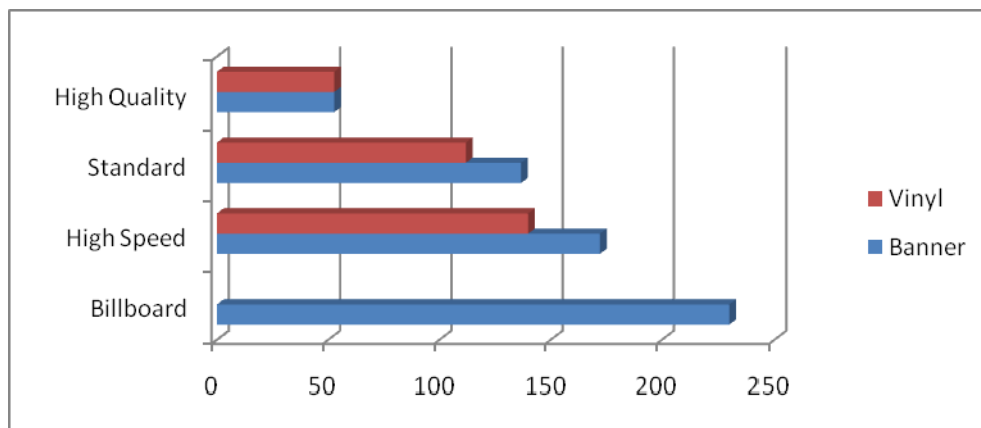
**Outstanding Print Quality**

The new RS-640 produces outstanding photorealistic graphics regardless of viewing distance. The printer precisely controls droplet placement in both the print head travel and media feed directions to provide up to 1440x720 dpi resolution.

Built to Roland standards for precision imaging, the RS-640 features digital servomotors to micro-position the media. Variable droplet technology uses three droplet sizes to allow for the right amount of ink to be deposited on the media at precisely the right time and in exactly the right place. This state-of-the-art implementation of Piezo print head technology delivers truly breathtaking output with beautifully smooth, band-free, dead-on accurate color - even at high print speeds and on a wide range of media.

**High-Speed Production Printing**

Speed is one of the most critical factors in designing a wide format printer, so the new RS-540 and RS-640 achieve 30%-144% faster print speeds than the VersaCAMM series for greater throughput. On banner media, the RS-640 achieves an incredible 230 sfph (21.4 sq.m/hr) in billboard mode, and 137 sfph (12.7 sq.m/hr) in standard mode. On vinyl media, it can produce amazing prints at up to 140 sfph (13.0 sq.m/hr) in high speed mode, and 112 sfph (10.4 sq.m/hr) in standard mode.



Banner	Resolution	RS-640 Print Speeds	RS-540 Print Speeds
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)
<b>Vinyl</b>			
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)

Speeds may vary based on print mode and media profiles

### Advanced ECO-SOL MAX Ink

ECO-SOL MAX eco-solvent ink delivers high color density and a wide gamut for exceptional images print after print. ECO-SOL MAX performs on a wide range of coated and uncoated media, including new lower cost fabrics for soft signage applications and increased versatility all around. Fast-drying and scratch-resistant, ECO-SOL MAX produces prints that dry quickly for easy handling throughout the production and finishing processes. Packaged in no-mess 220ml and 440ml cartridges, ECO-SOL MAX is virtually odorless for maximum convenience and comfort. The VersaArt RS series uses the same cartridges as the VersaCAMM and SOLJET PRO III series.

### Heavy-Duty Media Handling

Roland designed new media flanges and support shafts for the RS series to provide more robust media handling capabilities when printing on heavier rolls. This development prevents skewing and possible misfeeds and ensures stable media feeding even for long print runs. The RS-640 handles rolls weighing up to 88 pounds, the RS-540 accepts up to 66 pounds and 8.3" in diameter.



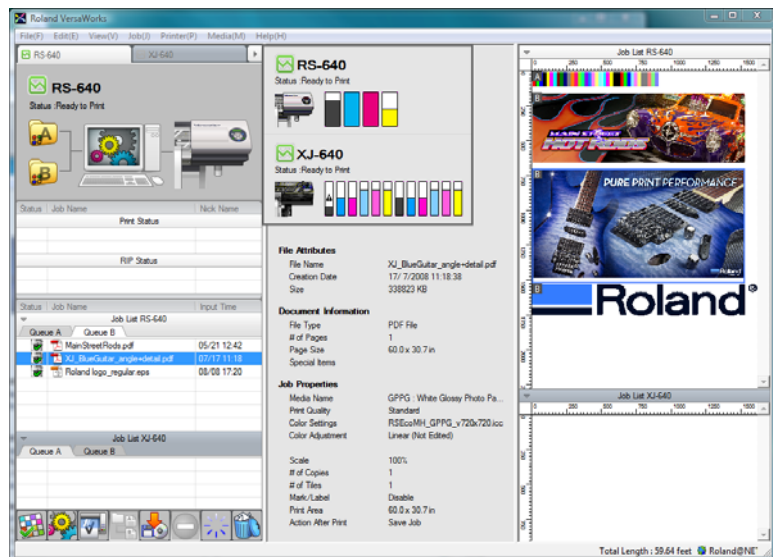
### Professional Take-up System Option

The RS-640 and RS-540 support an optional automated media feed and take-up system to facilitate precision unattended printing. This system includes a convenient front-mounted take-up roller and an advanced tension-controlled take-up unit for optimum media feed and tracking.



### New VersaWorks 3.0 RIP Software

The new VersaArt RS-640 and RS-540 were developed with the latest Roland VersaWorks™ 3.0 RIP software. This true Adobe PostScript 3 RIP is designed by Roland to ensure exceptional production output with unmatched ease-of-use. VersaWorks incorporates the latest Adobe CPSI 3018 engine for faster RIP processing, better color and smoother gradations. VersaWorks also uses Roland Intelligent Pass Control to optimize the output quality on the RS series. VersaWorks can control up to 4 Roland devices including GX-series cutters. VersaWorks also prints cutter crop marks with the RS series for a more automated print/cut workflow when combined with a Roland GX-series cutter.



### Integrated Heater System

The RS-640 and RS-540 include an integrated two-stage heater system which dries prints quickly even in high-speed modes for immediate finishing, installation or collection by the take-up system. The system features two components: a print heater to accelerate ink fastness and brightness, and a dryer to accelerate the drying process and improve productivity, workability and scratch resistance. Heater settings are either user adjustable at the control panel or set within the VersaWorks media settings.

### Ethernet Connectivity Standard

Roland understands that busy sign shops need to maximize the layout of their workstations and printing equipment. The VersaArt RS-640 and RS-540 include a high-speed Ethernet (10/100 Base-T) interface for network connectivity. The printer can quickly process gigabytes worth of image data and be shared by everyone in a production shop from the moment it's set up and installed on a network.

## Automated Maintenance System

The RS-640 and RS-540 features an automated maintenance system that saves valuable ink and time resulting in lower running costs. The system also ensures consistent image quality and trouble-free operation to keep the printer up and running. During normal operation the printer can wipe and clean the print heads at regular intervals to prevent clogging from dust and other debris. If the unit is idle for a period of time, the printers can also perform an automated routine to maintain the print heads in top condition.



### Two-Year Trouble-Free Warranty

Roland inkjets combine unbeatable performance with legendary Roland reliability. As further proof of their unmatched reliability, Roland offers an unprecedented Two-Year Trouble-Free Warranty for the RS-640 and RS-540 when equipped exclusively with Roland inks and the warranty registered within 60 days of delivery.

## 54" and 64" Wide Format Inkjet Printers

For both indoor and outdoor durable graphics, the VersaArt RS-540 and RS-640 are the ideal 54" and 64" wide format eco-solvent inkjet printers. As Roland's most affordable 54" and 64" printers, sign shops and print service providers can achieve top-of-the-line print quality and high speed in a compact design. Whether producing posters, signs, vehicle graphics, POP displays, and soft signage, the VersaArt RS-640 delivers the performance and reliability that professionals expect from a Roland.

## Summary

Over the years, Roland has developed a unique family of products that redefined the signage and graphics market. Many sign makers and digital printers have built entire businesses around their Roland printers and printer/cutters. As Roland technology evolved, we've empowered thousands of printing professionals with new capabilities to offer their clients special graphics products and services they never imagined. Roland professional color devices combine versatility, affordability, quality and performance to produce innovative solutions for our customers.

The new VersaArt RS series incorporates major enhancements including Roland Intelligent Pass Control for better image quality with virtually no signs of banding in all print modes. The new VersaArt RS-640 with Roland Intelligent Pass Control delivers up to 144% faster performance than the VP-540 yielding best-in-class top print speed of 230sfph in billboard mode.

With the new Roland VersaArt RS-540 and RS-640, customers get the best of both worlds - high-quality, durable printing and energy-efficient, low-maintenance operation. The productivity and image quality created by Roland Intelligent Pass Control positions these models as reliable production wide format printers with industry-leading price to performance ratio. Add the enhanced media handling and versatility, and one can see the advantages of choosing a Roland.

Customers today demand more value from their equipment investment than ever before. Roland understands that need and remains committed to innovation and to building a portfolio of products that deliver the best wide format printing experience possible. Our goal is to help sign shops become as productive and profitable as possible. And ultimately maintain them as repeat customers for us and our Authorized dealers.

We anticipate the excitement from the launch of the VersaArt RS-640 and RS-540 will generate a great deal of interest from loyal Roland customers and new prospects, and create more sales opportunities than ever before.

Happy Selling!