

Sales Guide

TrueVIS™
SG Series Printer/Cutters

2016/8/29

Imagine.  Roland

True Color. True Quality. True Value.

Introducing

TrueVIS™
SG-540 SG-300



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Completely Reimagined

New FlexFire™ Print Heads

- High quality at production speeds
- Precise drop placement

New TrueVIS™ INK

- Durable, long-lasting color
- Wide gamut of vibrant colors
- Excellent consumption rate
- More efficient and cost-effective
- GREENGUARD Gold Certification

New Cutting Technology

- Increased downforce and accuracy

New Mobile Technology

- Roland DG MobilePanel allows access to control panel functions from iOS and Android mobile devices.

New VersaWorks® Dual RIP

- Improved processing speeds
- PDF native engine to seamlessly process transparencies, shadows and blends



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Product Overview

New TrueVIS™ INK

- 500 ml pouches – CMYK
- RFID ink control accurately tracks usage
- Reusable, horizontal cartridge tray cuts down waste

New FlexFire™ Print Head Technology

- Two print heads fire in high frequency and wide print swath
- Excellent print quality up to 900 dpi

Roland DG MobilePanel

- Works with iOS and Android
 - Bluetooth connection
 - Step-by-step user maintenance tutorials
- *Tablet not included

Competitive Price

- 54": \$14,995
- 30": \$11,995

Protective covering for control panel

New Cutting Technology

- 300 mm/sec
- 500 grams of force

Optional TU-2 540/300
Take-up system



30" SG-300

54" SG-540



Reasons to Buy

- 1** Greater Productivity
- 2** Ease of Use
- 3** Outstanding Print and Cut Quality
- 4** Roland Reliability and Support
- 5** Competitively Priced



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Greater Productivity

Four-Color Print Speeds

TrueVIS SG Series Print Speeds 4 Color (CMYK)							
Media Type	Print Mode	Resolution	Pass	Throughput			
				54 inch		30 inch	
				ft ² /h	m ² /h	ft ² /h	m ² /h
Generic Vinyl 1	High Quality	900x900	14p	59.2	5.5	45.2	4.2
	Standard	900x600	10p	85	7.9	64.6	6.0
	High Speed	600x600	7p	101.2	9.4	80.73	7.5
8p			88.27	8.2	69.97	6.5	
Generic Banner 1	High Quality	900x900	14p	59.2	5.5	45.2	4.2
	Standard	900x600	10p	85	7.9	64.6	6.0
	High Speed	600x600	6p	101.2	9.4	80.73	7.5
8p			88.27	8.2	69.97	6.5	

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Greater Productivity

Four-Color Print Mode Comparison, 54" Models

TrueVIS SG-540: Vinyl, CMYK, Generic Vinyl 1					
Print Mode	dpi	Print Direction	Pass	Speed (ft ² /hr)	Speed (m ² /hr)
High Quality	900 x 900	Bi	14	59.2	5.5
Standard	900 x 600	Bi	10	85	7.9
High Speed	600 x 600	Bi	7	101.2	9.4
	600 x 600	Bi	8	88.27	8.2

60% faster than the SP-540i in Standard Mode

SP-540i: Vinyl, CMYK, Generic Vinyl 1					
Print Mode	dpi	Print Direction	Pass	Speed (ft ² /hr)	Speed (m ² /hr)
High Quality	1440 x 720	Bi	16	19.4	1.8
Standard	720 x 720	Bi	10	52	4.8
High Speed	360 x 720	Bi	6	72	6.7

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Greater Productivity

Four-Color Consumption (in ml)

Printing CMYK on both devices

	Cart. ML	Cart. Price	Cost per ML
TruVIS INK	500	\$114.99	\$0.23
Eco Sol MAX 2	440	\$128.99	\$0.29

Media	Print mode	SG-540	SP-540i
Generic Vinyl	High Speed	3.88	5.15
	Standard	4.56	5.31
	High Quality	4.58	5.58
Generic Banner	High Speed	4.32	5.85
	Standard	4.33	5.98
	High Quality	4.31	6.86

Media	Print mode	SG-300	SP-300i
Generic Vinyl	High Speed	4.29	5.15
	Standard	4.54	5.31
	High Quality	4.52	5.58



Settings:

RIP: Roland VersaWorks Dual
 Data size: A0
 Color: Prepress US

1 Greater Productivity

New FlexFire™ Print Heads

- Approximately 25% wider print swath than previous models
- Piezo ink-jet method
- Two lines per print head
- Faster firing frequency
- Improved, rounder droplets ensure precision placement for improved print quality



1 Greater Productivity

New Cutting Technology

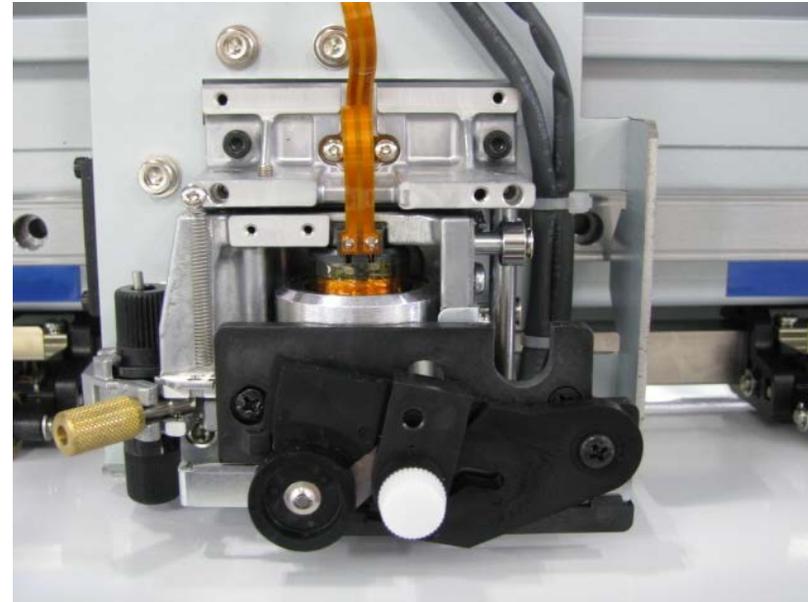
- Increased downforce: 500 gf
- Greater accuracy

New Cut Functions:

- Vector sorting for maximum efficiency
- Overlap cutting for improved accuracy on thick, dense substrates

New Blade Housing

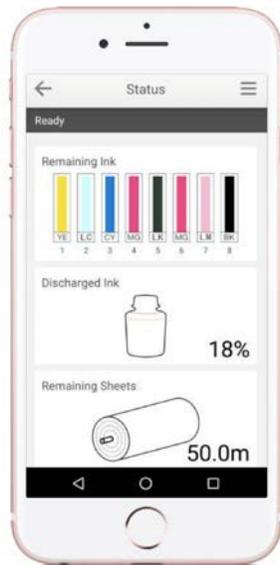
- New blade holder: XD-CH3
- New blade: ZEC-5032
- Improves cut quality saving valuable time when weeding graphics



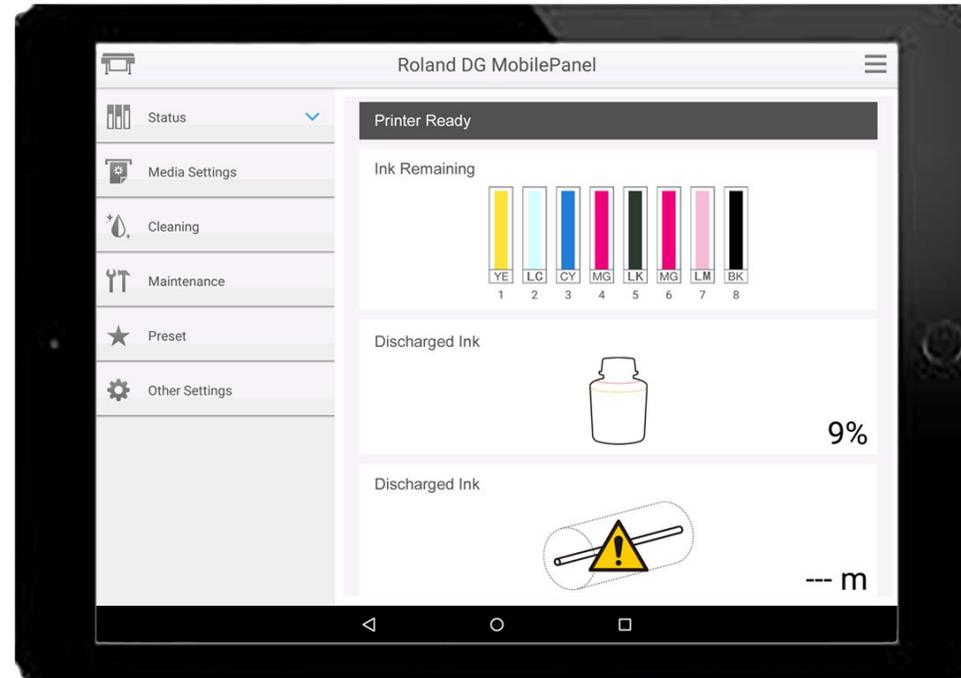
2 Ease of Use

Roland DG MobilePanel

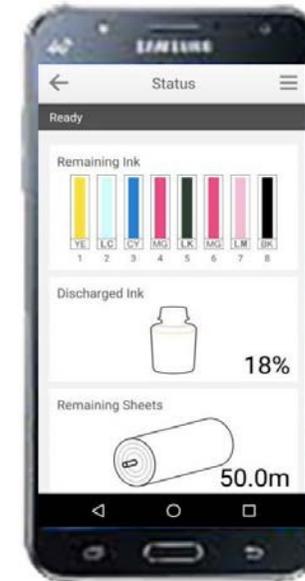
- Perform print panel functions from iPhone/iPad/Android*



iPhone



iPad

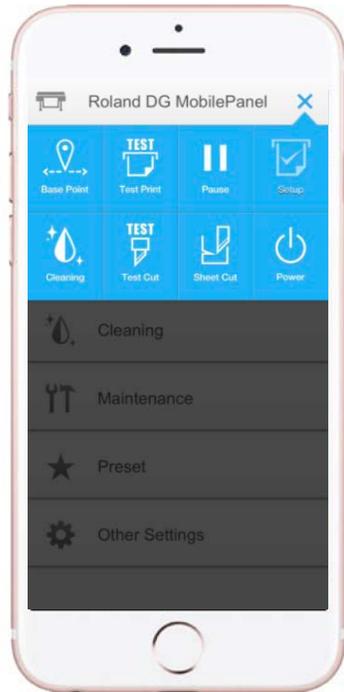


Samsung

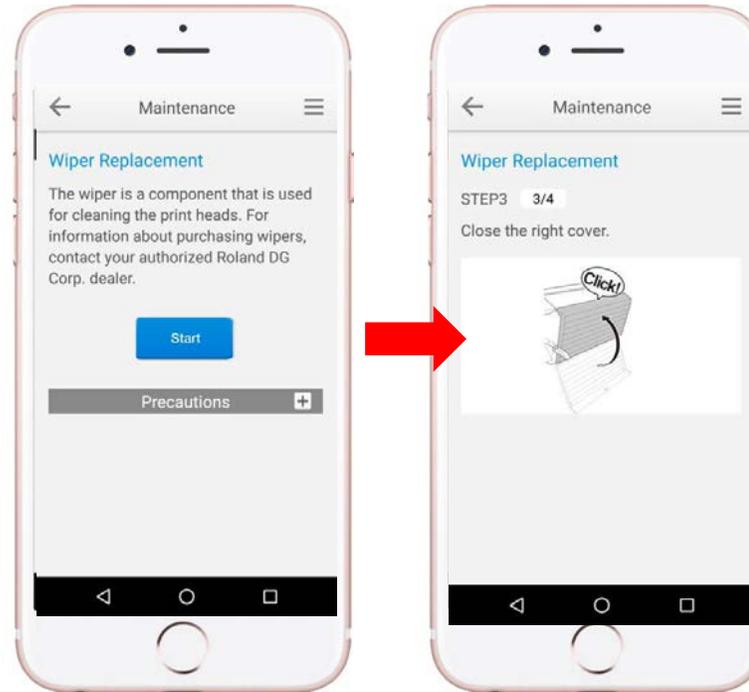
*Mobile phone/tablet not included with printer

2 Ease of Use

Roland DG MobilePanel



Bluetooth Control



Step-by-step user maintenance tutorials

*Mobile phone/tablet not included with printer

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Outstanding Print Quality

New Ink System

- TrueVIS™ INK is specifically designed to function with the new FlexFire™ print heads.
- A new, rounder droplet in three variable sizes ensures perfect ink placement.
- New pouch system. TrueVIS INK is available in 500 cc pouches.

TrueVIS™ INK



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Outstanding Print Quality

Improved Color Gamut

TrueVIS™ INK



MAX2 ink test conditions

- Printer: VS-640i
- Media: SV-GG
- Media Profile: Standard 720x720dpi

Density control only

TrueVIS INK test conditions

- Printer: SG-540
- Media: SV-GG
- Media Profile: Standard 600x900dpi

Density control only

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Outstanding Print Quality

Compared to Eco-Sol MAX[®] 2 ink, TrueVIS[™] INK boasts:

- Lower price per ml
 - \$114.99 per 500 ml
- GREENGUARD Gold Certification
- Faster drying
- Less odor
- Same scratch/alcohol resistance
- Three-year outdoor durability
- New, safer chemical make-up
 - No reproductive toxicant
- Comparable color gamut
- Comparable flash point



TrueVIS[™] INK



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Roland Reliability and Support

Two-Year Trouble-Free Warranty

Roland Care

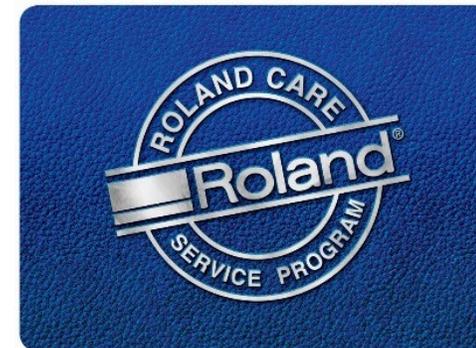
- Industry-best service and support
- Service contracts available

Roland OnSupport

- Receive real-time information from the printer

Roland Academy

- Free online webinar training
- Video Tips and Tricks



**Roland
OnSupport**



Applications

Print and Cut Decals



Applications

Window Graphics



Applications

Vehicle Wraps



Applications

Point-of-Purchase Displays and Banners



Applications

Heat Transfer Apparel



Applications

Wall Graphics



Thank you.

Imagine.  **Roland**