

**Roland VersaCAMM VP-300 & VP-540  
Wide Format Inkjet Printer/Cutters**

**Frequently Asked Questions**

**Release & Pricing:**

Q. What are the list prices of the VersaCAMM VP-300 & VP-540?

A. Effective Feb 1<sup>st</sup>, 2009 the list price for the 30" VersaCAMM VP-300 is \$15,795, and the 54" VersaCAMM VP-540 is \$21,995. The VP-300 and VP-540 are currently shipping to Roland Authorized Dealers in the US, Canada and Latin America.

The VP 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, the TU2-30 (VP-300) and the TU2-54 (VP-540) both priced at \$2,094.75 each.

Q. What is the key sales message for the VersaCAMM VP Series?

A. The VersaCAMM VP series represents the latest generation of Roland's hugely popular integrated printer/cutters. The VP series combines ease of use, faster production speeds, superior media handling and feed accuracy all in a compact, sleek design. Now incorporating Roland Intelligent Pass Control, the VP series brings together high performance printing with virtually no banding in all print modes. Increased productivity, enhanced image quality, integrated print/cut capabilities, and affordability differentiate the VP series from the competition. With a maximum print speed of 148.5 sq ft per hour for the VP-540, advanced accurate media handling system, integrated print and cut functionality, and Roland Two-Year Trouble-Free Warranty, the VP series printer/cutters are ideal devices for unattended production of print cut graphics.

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

A. The VersaCAMM VP series offer several major enhancements in compact 30" and 54" wide format printers designed to maximize image quality, productivity and versatility for indoor and outdoor durable graphics production.

1. *Award-winning Roland Print/Cut Technology.* The units can be used as a printer on substrates such as banner and paper, as a cutter only for colored vinyl or other cut only materials or as a combined printer and cutter. Combining the use as a printer and cutter means you can either print and then immediately cut graphics (completely unattended), or with Quadralign<sup>®</sup>, print graphics, remove them from the unit, laminate them, then put them back into the unit and cut them.
2. *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 VP 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 banding across a wide range of media in every print mode.

3. *Heavy-duty media flanges.* Robust media flanges ensure proper support for heavier rolls and highly accurate media feed throughout the entire print job.
4. *Roland VersaWorks 3.1.1 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.
5. *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.
6. *Faster print speeds across a wide range of coated and uncoated media:* With Roland Intelligent Pass Control integrated into the VersaCAMMM series, the VP-540 is now up to 80% faster in Standard mode on banner media, and up to 50% faster on vinyl.

Banner	Resolution	VP-300 Print Speed	VP-540 Print Speed
Billboard	540 X 360 (3 pass)	113.0 sfph (10.5 sq m/hr)	148.5 sfph (13.8 sq m/hr)
High Speed	540 X 360 (4 pass)	93.6 sfph (8.7 sq m/hr)	120.6 sfph (11.2 sq m/hr)
Standard	540 X 720 (5 pass)	80.7 sfph (7.5 sq m/hr)	101.2 sfph (9.4 sq m/hr)
High Quality	1440 X 720 (9 pass)	40.9 sfph (3.8 sq m/hr)	49.5 sfph (4.6 sq m/hr)
<b>Vinyl</b>			
High Speed	360 X 720 (5 pass)	80.7 sfph (7.5 sq m/hr)	101.2 sfph (9.4 sq m/hr)
Standard	720 X 720 (6 pass)	68.9 sfph (6.4 sq m/hr)	86.1 sfph (8.0 sq m/hr)
High Quality	1440 X 720 (10 pass)	33.6 sfph (3.4 sq m/hr)	44.1 sfph (4.1 sq m/hr)

Print speeds vary by print modes and media

7. *Optional Take-Up units available.* TU2-30 (VP-300) & TU2-54 (VP-540) enables consistent unattended roll-to-roll printing for longer print jobs. Both are available for \$2094.75 each.
8. *Adjustable head height levels.* Two levels are available – High 3.2 mm and Low 2.2 mm.
9. *The maximum roll weights.* Max. media roll weights: VP-300: 44 lbs; VP-540: 66 lbs.
10. *The maximum media width.* Max. media width: VP-300: 30" roll, printing width: 29".  
VP-540: 54" roll, printing width: 53".

### **General Information:**

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

A. While the similarities seem too numerous to name, the primary differences reside in the pinch roll system. In order to accommodate the integrated cutting engine, the VP series uses a more robust set of wheels that can handle rapidly changing media movement, necessary for contour cutting. The VersaArt has no integrated cutting engine and can advance media at an accelerated rate comparatively through its uniform grit roller system incorporating plates that reduce static electricity.

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

A. Since the VP 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 VP 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-SOL MAX 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. 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. Non-Roland inks are strongly discouraged.

The Roland Warranty includes onsite parts and labor (including print heads) for non-consumable items.

Q. What are the consumable 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
- Pad wiper tray \$ 3.00
- Cutter protection strip \$ 15.00
- Blade Holders - \$50 for plastic, \$70 for alloy
- Blades, starting at \$14 when purchased as part of a 5 pack

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

A. Users can purchase extended warranty coverage for the VP-300 priced at only \$1,295 and the VP-540 priced at \$1,695 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 3.1.1 RIP software that ships with these units?

A. The new VersaWorks™ 3.1.1 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 VP series support?

A. The VP-300 and VP-540 are 4-color (CMYK) wide format inkjet printer/cutters 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 VP series printers?

A. The VP series uses ECO-SOL MAX inks which enable high quality printing 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 VP 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 calendared 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 VP series require?

A. As with all Roland printers and printer/cutters using Eco-SOL MAX inks, the VP 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.

**VersaCAMM VP-300 & VP-540 Specifications:**

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

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

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

A. The VP series features 2 integrated print heaters. The first stage print 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 VP-300 & VP-540 printers?

A. The VP-540 offers a maximum print speed of 148.5 square feet per hour (13.8 sq m/hr) in billboard mode, and prints at 101.2 square feet per hour (9.4 sq m/hr) in standard mode on banner material. The VP-300 offers a maximum print speed of 113.0 square feet per hour (10.5 sq m/hr) in billboard mode, and prints at 80.7 square feet per hour (7.5 sq m/hr) in standard mode on banner material.

The chart listed on page 2 includes all available modes, print speeds with resolution and number of passes by media category.

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

A. Maximum print resolution is 1440 dpi (720dpi x 1440dpi). There are also 6 other print modes as referenced in the previous chart. 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 VP-300 & VP-540 can accommodate as well as print?

A. The VP-300 accommodates 30-inch wide media and can print up to 29 inches wide. The VP-540 accommodates 54-inch wide media and 53 inches wide printable width.

Q. What is the maximum media thickness that the VP 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 VP 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 VP-300 & VP-540 can support?

A. The VP-300 accommodates up to 44 pound rolls, allowing for use of heavier and longer rolls of media such as 50 yard rolls of adhesive-back vinyl or banner. The VP-540 accommodates up to 66 pound rolls. Media can either be on a 2 or 3" core.

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

A. The VP 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 VP series incorporates sturdy media flanges and roll stoppers that provide a more robust media feed support. Two different media clamps for print/cut or print only materials help improve media feed and accuracy. The VP series offer an automatic ENVIRONMENT MATCH every time a new SET-UP is performed, and tighter adjustment values in the PRINT & CUT Adjustment setting (input in 0.05mm increments).

The VP grit roller system and belt drive systems have been improved since the SP series. The VP-540 has a total of 7 pinch rollers with 5 detachable, and the VP-300 has a total of 4 with 2 detachable. There are also adjustable media flanges that tighten in the media cores, roll stoppers that hold the flanges in place on the roller bars in the back of the unit, two sets of media clamps, and an updated pinch roller system.

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

A. Yes. There are two optional media take-up systems available. The TU2-30 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 TU2-30 and the TU2-54 systems are priced at \$2094.75 each 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 44 pounds for the TU2-30 and 66 pounds for the TU2-54.

Q. How do I connect the VP series printer/cutter to my computer?

A. The VP 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.

Q. What is the cutting pressure of the VP units?

A. The VP models have a range of cutting pressure from 30 grams to 300 grams of force. This allows for cutting a wide variety of substrates such as reflective vinyl and laminated graphic.

Q. What is the blade offset range that the VP units support?

A. The VP units support blades from the standard 45 degree blade with a .25 offset to blades with as much as a 1.5 offset. This allows for consistent cutting quality on a wide variety of substrates such as reflective vinyl and laminated graphics.

Q. What are the advantages of Print & Cut?

A. The VP series continues the breakthrough Roland advantage of integrated printing and cutting in a single unit. This combined printing and contour cutting in a single device significantly improves production speed and ease of use.

VersaCAMMs can be used as a printer on substrates such as banner and paper, as a cutter only for colored vinyl or other cut only materials or as a combined printer and cutter. Combining the use as a printer and cutter means you can either print and then immediately cut graphics (which the software controls without manual intervention), or print graphics, remove them from the unit, laminate them, then put them back into the unit and cut them.

With our unique QUADRALIGN® registration system, you are assured that even when graphics are removed from the printer then returned for cutting, the system adjusts for any skew or stretch caused by lamination or other factors. The system is simple. With an optical eye, the printer reads printed registration marks and automatically realigns the cutting path to compensate for skew and distortion.

Roland VersaWorks supports an integrated print and cut workflow eliminating the need for a standalone cutter, saving space and dramatically increasing efficiency and productivity.

Q. Can I use a standalone cutter with my Roland VP series Printer/Cutter?

A. Yes, through VersaWorks 3.1.1, and the latest firmware update, all GX cutters can be output directly through VersaWorks using the same popular file formats – .AI, .EPS, .PDF, etc.

Q. What are the differences between the VP-540 and the VP-300 printers?

A. Both printers support print and cut applications and 4-color CMYK printing, offer excellent features as well as price/performance ratio. Besides the physical printer size difference, the VP-540 is up to 30% faster and accommodates up to 54" wide media compared to the VP-300. The VP-540 provides greater media and application flexibility as a result of the larger printing capabilities.