



## Product Information Guide

The Roland VersaCAMM VP-300i & VP-540i

### Overview

#### The World's Best-selling Wide Format Inkjet Printer/Cutter Line

Over thirteen years ago Roland changed the durable graphics market with the success of the integrated printer/cutter. Now the **VersaCAMM VP-300i & VP-540i**, versatile 30" and 54" wide format eco-solvent printer/cutters continue that tradition. Offering compact design, low-maintenance and ease-of-use, the VP-i series adds another breakthrough in production printing unique to Roland. Using our revolutionary Roland Intelligent Pass Control™ technology to precisely control dot placement, the VersaCAMM VP-i series delivers outstanding performance and print quality in every mode. The VP-i series now combines *faster production printing* and *higher image quality* for greater productivity than ever before.

Not only did we design the VP-300i and VP-540i to be among the most advanced 30" and 54" 4-color Roland integrated printer/cutters ever – they're very affordable to own at only \$15,795 and \$21,995 respectively.

The bottom line: when you consider all of the pure print performance and contour cut capabilities combined with ECO-SOL MAX inks, powerful Roland VersaWorks 3.1 RIP software, reliability, support and warranty, it's clear that the VersaCAMM VP-300i and VP-540i remain far ahead of the competition.

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

The VP-300i and VP-540i powered by Roland Intelligent Pass Control raise the quality and productivity further than ever.

- **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 and RS VersaArt series print-only devices.
  
- **Roland VersaWorks 3.1 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
  - 3.1 update supports Roland Intelligent Pass Control features and profiles
  
- **Higher levels of speed, print quality and versatility for greater productivity**
  - Achieves up to 50% faster throughput in Standard mode on vinyl
  - Increases throughput in Standard mode; up to 80% faster on banner media
  - Greater versatility for a wide range of media options including fabrics and canvas for soft signage and other specialized applications

The VersaCAMM VP-300i and VP-540i make it easier and faster than ever to print and contour cut color signs, banners, billboards, POP displays, labels, decals, vehicle and floor graphics, heat transfers for apparel and more. With industry leading support and a 2 year Trouble Free Warranty, Roland is raising the bar on quality in digital printing.

**Pricing: VersaCAMM VP-300i \$15,795; VersaCAMM VP-540i \$21,995; U.S. List Prices**

**Shipping now**

## Key Features

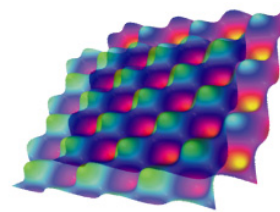
### VersaCAMM VP-300i & VP-540i

- 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
- 30" & 54" Wide Format Inkjet Printer/Cutters
- Two-Year Trouble-Free Warranty

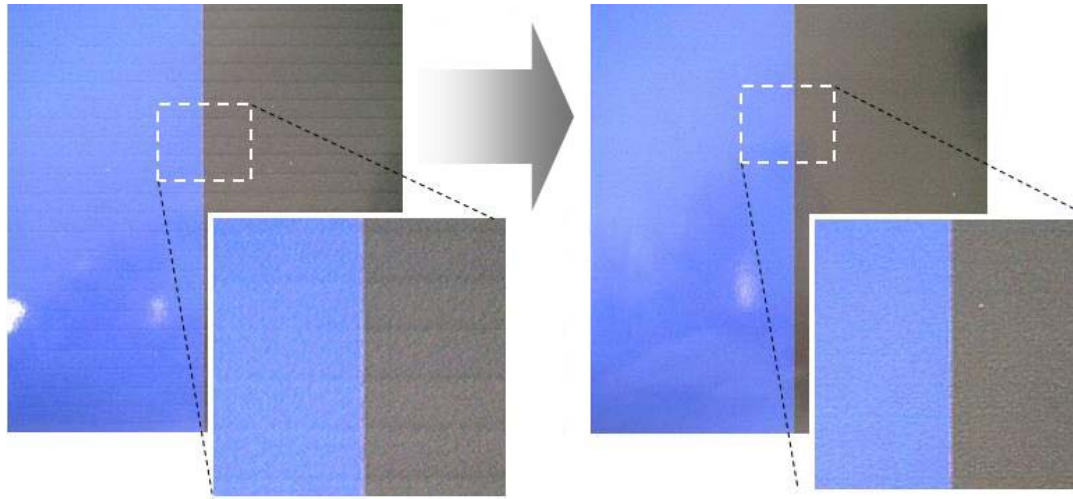


### Roland Intelligent Pass Control

Roland Intelligent Pass Control technology developed by Roland software engineers represents the pinnacle of inkjet printing. This patent-pending system precisely controls dot placement between passes and delivers unprecedented imaging performance in all resolutions. The technology actually enhances image quality at higher print speeds thereby increasing productivity. So the VP-i series always produces smooth gradations and solid colors, while achieving faster throughput and virtually no banding in all print modes.



**Roland  
Intelligent  
Pass  
Control**



**Without Roland Intelligent Pass Control**

**With Roland Intelligent Pass Control**

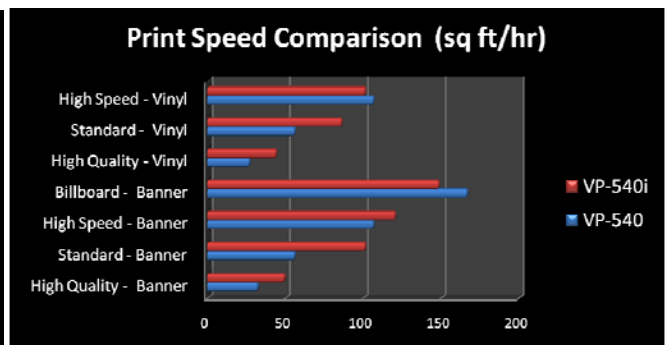
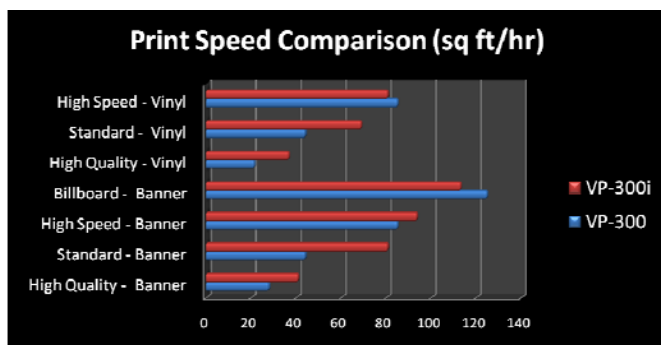
**Outstanding Print Quality**

The VP-i series 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 VP-i series 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**

The VersaCAMM VP-i series powered by Roland Intelligent Pass Control achieves faster printing for greater throughput. On banner media, the VP-540i achieves 148.5 sfph (13.8 sq m/hr) in billboard mode, and 120.6 sfph (11.2 sq.m/hr) in standard mode. The VP-540i is now up to 80% faster in Standard mode on banner media, and up to 53% faster in Standard mode on vinyl with the addition of Roland Intelligent Pass Control. The VP-300i achieves up to 82% faster in Standard mode on Banner media, and up to 56% faster in Standard mode on vinyl, respectively.



| 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) | 36.6 sfph (3.4 sq m/hr)   | 44.1 sfph (4.1 sq m/hr)   |

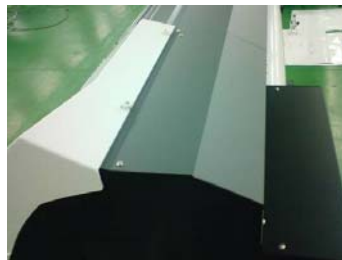
\*Speeds may vary based on print mode and media profiles

### 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 VersaCAMM VP-I series uses the same cartridges as the VersaArt and SOLJET PRO III series.

### New Design (Similar to RS Series)

New design changes incorporate some elements of the RS VersaArt series print-only devices giving the VP-i a more sophisticated and streamlined appearance.



### Heavy-Duty Media Handling

Roland-designed media flanges 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 VP-300i handles rolls weighing up to 44 pounds, the VP-540i accepts up to 66 pounds and 8.3" in diameter.



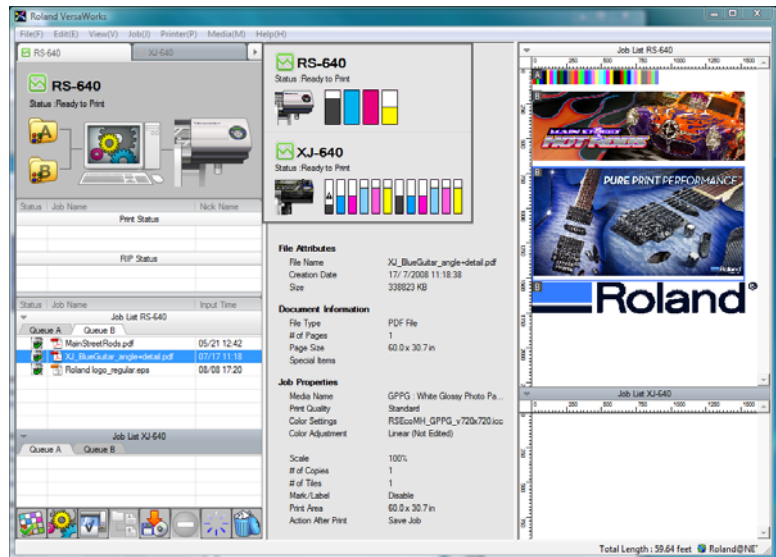
## Professional Take-up System Option

The VersaCAMM VP-i series 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. The TU2-30 and TU2-54 are priced at \$2,094.75 each.



## VersaWorks 3.1 RIP Software

The VersaCAMM VP-300i and VP-540i take full advantage of the latest Roland VersaWorks™ 3.1 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 VP-i series. VersaWorks can control up to 4 Roland devices including GX-series cutters. VersaWorks also prints cutter crop marks for an automated print/laminate/cut workflow. With Roland@NET, updates are free and easy, automatically uploaded through your internet connection.



## Integrated Heater System

The VP-300i and VP-540i include an integrated two-stage heater system which dries prints quickly even in high-speed mode 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 VersaCAMM VP-300i and VP-540i 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 on a network in a production shop from the moment its set up and installed. The TCP/IP address can easily be set directly on the VersaCAMM VP-i control panel.

## Automated Maintenance System

The VP-300i and VP-540i 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 VP-300i and VP-540i when equipped exclusively with Roland inks and the warranty registered within 60 days of delivery.

### **30" and 54" Wide Format Inkjet Printer/Cutters**

For both indoor and outdoor durable graphics, the VersaCAMM VP-300i and VP-540i are the ideal 30" and 54" wide format eco-solvent inkjet printer/cutters. Among our most affordable models, sign shops and print service providers can achieve top-of-the-line print quality and integrated contour cutting in a compact design. Whether producing posters, signs, vehicle graphics, POP displays, labels, decals, and soft signage, the VersaCAMM VP-i Series delivers the performance and reliability that professionals expect from a Roland.

### **Summary**

The unique VersaCAMM VP-i printer/cutter line from Roland has made a major impact in the decorated apparel, signage and graphics markets. Many sign makers and digital printers rely on their Roland devices as the core of their business. Roland remains committed to developing technologies that extend their capabilities and the value of their investment. Roland professional color products combine versatility, affordability, quality to deliver outstanding performance and reliability day in and day out.

The VersaCAMM VP-i series incorporates our latest breakthrough: Roland Intelligent Pass Control for better image quality with virtually no banding in all print modes. The VersaCAMM VP-i series with Roland Intelligent Pass Control now delivers up to 80% faster performance in Standard mode on banner media for increased throughput and greater productivity.

With the VersaCAMM VP-300i and VP-540i from Roland, customers get the benefits of two devices in one - high-quality, durable printing and fast, efficient integrated contour cutting for a more streamlined workflow. The productivity and image quality created by Roland Intelligent Pass Control positions these models as reliable production wide format printer/cutters with outstanding price/performance ratio. Add in the Roland Two-Year Trouble Free Warranty, and it's clear that choosing a Roland remains the right choice.

Customers expect higher productivity and value from their equipment investment more than ever before. Roland maintains these goals as the driving force behind our development efforts to earn their business. Ultimately we want to maintain our loyal customer base and attract new users for us and our value-added authorized dealers.

We believe that the additional capabilities of Roland Intelligent Pass Control in the VersaCAMM VP-300i and VP-540i will generate a great deal of excitement from loyal Roland customers and new prospects, and create more sales opportunities than ever.

Happy Selling!