

CAMM-1 Pro GX-640

Sales Guide Presentation
Roland DGA

6/16/2010

Imagine.  Roland®

CAMM-1 PRO Sign Maker by Roland DG Corporation

GX-640



Price: \$6,995 USD

Imagine.  **Roland**[®]



CAMM-1 Pro Series Key Message

The Roland CAMM-1 Pro GX-640 represents the most technologically advanced cutter in Roland's lineup.

It incorporates innovative technology and features for simpler and more efficient solutions to the common problems encountered in a print-then-cut workflow.

Why is this important:

State-of-the-art Roland servo motor technology developed for CNC machining, engraving, printing and cutting has resulted in an unsurpassed level of precision movement and reliability with the GX-640.



Imagine.  Roland®

Key Features

- ❖ 64" wide cutting capacity
- ❖ CutStudio software
 - Standalone package with plugins
- ❖ Versaworks compatibility
 - Quadralign™ crop mark registration
- ❖ AUTOCUT Function
 - Automatic sheet cut
- ❖ OVERCUT Mode
 - For thicker materials and sharper corners
- ❖ 3 quality settings
- ❖ EXTEND Mode
- ❖ Optional accessories
- ❖ Three-year Trouble-Free Warranty
- ❖ Best service & support in the industry
- ❖ It's a Roland!

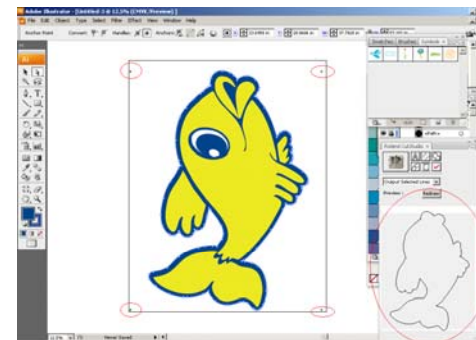
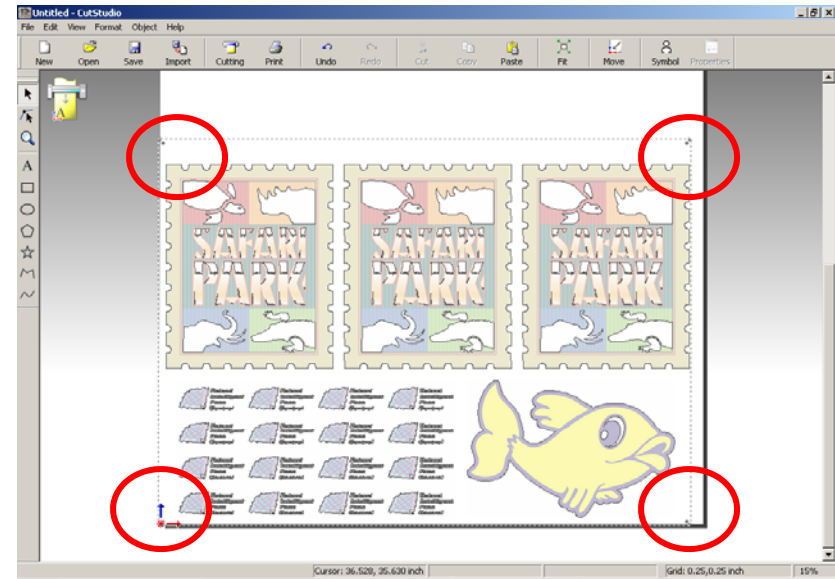
Key Benefits

- ❖ Handle Print/Cut jobs in-house without outsourcing
- ❖ Offline Print/Cut for increased throughput
- ❖ Cuts wider variety of materials than previous Roland cutters
- ❖ Automated workflows
- ❖ "Out of box" productivity
- ❖ Great value!
- ❖ Ease of use

Imagine.  Roland®

CutStudio Software

- ❖ Standalone package that can design from scratch, using popular functions like mirror, skew, scaling, snap-to-grid, rotate, etc.
- ❖ Automatic Crop Mark Placement
 - Most Cutter manufacturers bundle plugins that must have individual cropmarks around each graphic. CutStudio can register and send cut data for the entire page -- drastically reducing production time
- ❖ Compatible with Latest CorelDRAW and Adobe Illustrator Packages
- ❖ Allows a GX cutter to be sold to XJ and RS users with 3rd party RIPs
- ❖ MAC Compatible
 - Does not require Rosetta function.
 - *Most Cutter vendors bundle Illustrator plugins that require the Rosetta function which slows down processor speeds and can crash Illustrator, especially in later versions of Creative Suite
 - Works in a true Intel based environment



VersaWorks

- ❖ Offline Cutting through VersaWorks
 - Increased throughput any Roland Print or Print/Cut device
 - Drives cutters directly for increased efficiency



- ❖ Brings the power of VersaWorks for mass production of print/cut applications

PRINT



THEN CUT



Imagine.  Roland®

AUTOCUT Function

- ❖ Automatic sheet cut function to increase throughput of multiple jobs
 - Sheet cut speed can be adjusted for thicker or thinner materials
 - Margins can be set between sheet cuts to protect crop marks and sensitive designs
 - Multiple passes can be set for cutting thick substrates
- ❖ **Most cutter manufacturers have a single sheet cut function and no automation**

CAMM-1 PRO



Imagine.  **Roland**[®]

3 Quality Settings

- ❖ High Speed, Normal and Heavy
 - High Speed for maximum productivity on thinner materials like vinyl and heat transfer vinyl
 - Normal mode for regular cutting jobs like print/cut
 - Heavy mode is often referred to as “Tangential Emulation”
- ❖ Most cutter manufacturers have limited functionality with respect to material types

CAMM-1 PRO



Imagine.  Roland®

EXTEND Mode

- ❖ Increases the cuttable area up to 1 inch on either side of the machine
 - Aids in tracking by allowing pinch roll wheels to be set well inside the edge of the material
 - Increases cuttable area beyond standard 63" width
 - 2 extra inches of width productivity for cutting applications increasing cut width to 65"
- ❖ Most cutter manufacturers can only cut within the outside pinch roll wheels leaving uncut material as waste

CAMM-1 PRO



OVERLAP Function

- ❖ OVERLAP cuts up to 10 times over the original cut
 - For more efficient cutting of thicker materials
 - Can cut thickest substrates previously recommended only for Tangential cutting systems
 - Easy setup programmed from the cutter control panel
- ❖ Most cutter manufacturers have a single pass cutting technology

CAMM-1 PRO



OVERCUT Mode

- ❖ Adds 1mm cut to the outer edges of the vector
 - More attractive corners
 - Used when the ends of the cut do not meet in circles and other shapes
- ❖ **Most cutter manufacturers rely on more cutting pressure to compensate for thicker materials**

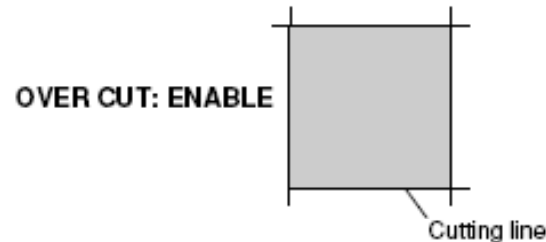
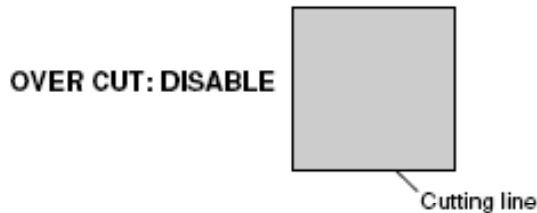
CAMM-1 PRO

UNSETUP

OTHERS

OVER CUT DISABLE

OVER CUT DISABLE
*ENABLE

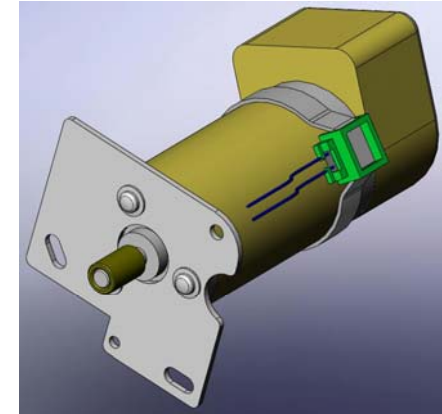


Latest DC Servo Motors

- ❖ Change of gear ratio
 - Handles wider and heavier media than other GX cutters
 - Media handling performance is 140% greater than previous Roland cutter motors
 - New gear ratio improves mechanical resolution to an industry leading 0.00013 inches (.00035 mm)

- ❖ Adopted 1000P/R servo motor
 - The mechanical noise is less than previous Roland cutters

- ❖ New HEAVY mode
 - A newly equipped heat sensor checks the temperature of the motor to prevent overheating
 - The motor can perform up to its maximum capability with this new control system and can carry heavy media such as sand blast stencil without a motor lock error



USB and Serial Connectivity

- ❖ USB bidirectional interface
 - Replaces parallel port
 - Allows polling of the machine size
- ❖ RS232 Serial Port
 - For connecting to older computers and when USB ports are unavailable
- ❖ Many of the cheaper cutters on the market use uni-direction USB or don't even include a USB port

CAMM-1 PRO



Imagine.  Roland®

Optional Accessories

- ❖ Media Catch Basket
 - Keeps media clean and off the ground
- ❖ Machine Cover
 - Protects machine from moisture and dust in the air
- ❖ **While baskets can be found, there are currently no branded machine covers available in the industry**

CAMM-1 PRO

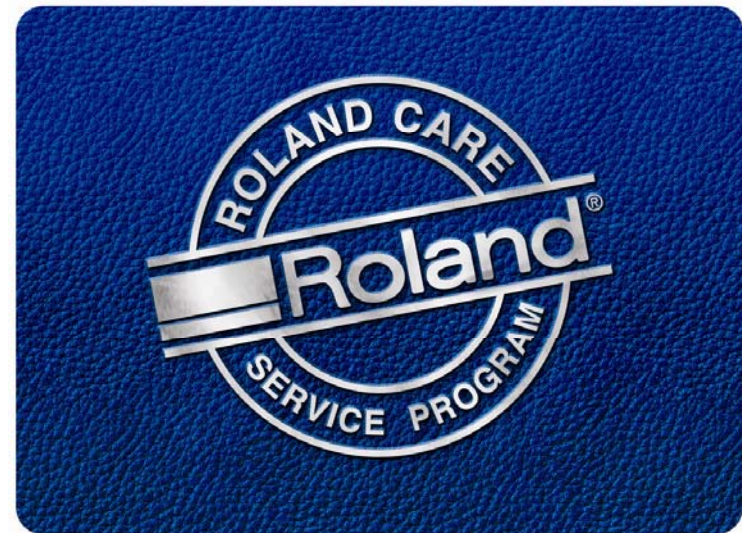


Imagine.  Roland®

Three Year Warranty*

- ❖ Industry Leading Warranty
 - *With product registration
- ❖ Legendary Roland Reliability
- ❖ Optional extended warranty for a fourth year - \$400

CAMM-1 PRO



Imagine.  **Roland**[®]

Target Market Opportunities

Target Markets	Target Applications
Signage	Banners/Posters Sign Graphics Labels/Decals Window Graphics
Decorated Apparel	CAD-CUT Twill Flock CAD-COLOR
Vehicle Restyling	Pinstriping Airbrush Masking Window Tint Paint Protection Film Vehicle Graphics Partial Wraps

Thank You!

6/16/2010

Imagine.  **Roland**[®]