

Roland's New 30" VersaUV Inkjet Printer/Cutter Wins Prestigious DPI Product of the Year Award

IRVINE, CA, October 22, 2008 – Roland announced that the company's new VersaUV LEC-300 30" UV inkjet printer/cutter was named 2008 DPI Product of the Year for the Output Device Poster Category in SGIA's annual competition. Roland's VersaWorks 3.0 RIP software earned a DPI Partner Award for the Output Device Poster Category for its role in producing the winning print.

Entries for the DPI Product of the Year competition were judged on the Expo show floor at the recent SGIA conference in Atlanta by a team of digital imaging professionals. In the Output Device category, entrants were required to submit a test print produced from the nominated device. The image, designed by SGIA, was intended to challenge the output device's capabilities. Roland's VersaUV LEC-300 outperformed all competing products to take top honors.

"Each year, the DPI Product of the Year award recognizes products that deliver the highest levels of print quality," said Rick Scrimger, vice president and general manager for Roland. "We are proud to receive this prestigious award. The VersaUV LEC-300 is a groundbreaking new UV inkjet device, combining a new generation of LED-curable inks with renowned Roland print/cut technology for unmatched image quality and versatility."

DPI Product of the Year: VersaUV LEC-300

The revolutionary new VersaUV LEC-300 is the industry's first wide-format UV inkjet printer/cutter and uses safe, low-heat LED lamps. The LEC-300 prints CMYK + White + Clear on a wide range of substrates including foils, metallic and synthetic papers, BOPP, PE, and PET film for unmatched color, texture and dimension.

At 30" wide, the LEC-300 is a highly versatile production tool that can be used for both short production runs and pre-press applications such as label proofs, packaging comps and prototypes. Clear coat adds remarkably rich special effects ranging from high-gloss finishes for area highlights to custom-textured effects such as faux leather and crocodile embossing.

New Roland ECO-UV inks produce graphics that are easy to handle and can be stretched across both curved surfaces and sharp edges without cracking. Priced at \$49,995, the VersaUV comes with VersaWorks 3.0 RIP software and Roland's Two-Year Trouble-Free Warranty.

DPI Partner Award: Roland VersaWorks 3.0 RIP Software

Developed for the company's wide-format inkjet devices, VersaWorks 3.0 combines powerful features with an easy-to-use interface for outstanding results print after print.

Based on the latest Adobe CPSI engine (3018), VersaWorks 3.0 is more robust and precise than ever before and features advanced print server functions allowing users to manage up to four Roland devices simultaneously. VersaWorks 3.0 also offers support for Roland's GX series cutters which allows professionals to manage stand-alone cutting operations or pair a Roland cutter with a Roland

VersaArt printer for print/cut applications. A new PerfCut function enables users to produce precision perforated cut lines as well.

In addition, VersaWorks includes proven productivity tools such as the Roland Color System for easy, precise spot color matching, the Max Impact Preset for richer color contrast, and Variable Data Printing. Other VersaWorks features include embedded ICC profile support, ink level adjustment tools, software proofing capabilities and advanced cropping, tiling and nesting options. VersaWorks supports Windows 2000/XP and Vista.

Roland Receives SGIA Magnus Award

In addition to receiving the DPI Product of the Year Award, Roland was honored with the 2008 SGIA Magnus Award reflecting the company's contributions to the SGIA organization and overall industry. In particular, the award recognizes Roland's 2007 – 2008 association membership campaign, an extensive outreach to Roland customers encouraging them to join leading industry organizations including SGIA to further their education and training goals.

Roland DGA Corporation

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Headquartered in Irvine, CA, Roland DGA Corporation serves as the U.S.-based marketing, distribution and sales arm of Roland DG Corporation in Hamamatsu, Japan. Affiliated companies include Roland Corporation US in Los Angeles, CA and Rodgers Instruments LLC in Hillsboro, OR. Roland DG Corporation is listed on the Tokyo Stock Exchange.

Roland DGA is ISO 9001:2000 certified, and Roland DG is ISO 9001:2000 and 14001:2004 certified. For more information on Roland DGA products, please call (800) 542-2307 or visit the Web site at www.rolanddga.com.