

MARCH

2-3	VERSA/CAMM END USER TRAINING	IRVINE, CALIFORNIA, U.S.
2-4	AWARDS & RECOGNITION INTERNATIONAL SHOW	LAS VEGAS, NEVADA, U.S.
7-10	JAPAN SHOP	TOKYO BIG SIGHT, JAPAN BOOTH: EAST 4 HALL, JS4129
4-12	BIEMH, MACHINERY TOOL SHOW	BILBAO, SPAIN
8-9	SIGN IRELAND	SIMMONSCOURT, RDS, DUBLIN, IRELAND
8-13	JOYACOR, JEWELLER MANUFACTURING SHOW	CORDOBA, SPAIN
11	SCREEN PRINTING CONGRESS CONFERENCE	ZARAGOZA, SPAIN
12-14	MANUFACTURING JEWELERS & SUPPLIERS EXPO	NEW YORK, NEW YORK, U.S.
16-17	RDG JEWELRY SEMINAR	BARCELONA, SPAIN
19-20	PHOTO & DIGITAL EXPO	ROME, ITALY
23-25	INTERNATIONAL TECHNOLOGY EDUCATION CONFERENCE	BALTIMORE, MARYLAND, U.S. BOOTH #311
23-26	PHOTO IMAGING EXPO 2006	TOKYO BIG SIGHT, JAPAN BOOTH: WEST 3 HALL, B0-3
24-25	DIGITAL SEMINAR	FLORENCE, ITALY
27-29	INDUSTRIE	PARIS, FRANCE
27-30	WESTEC	LOS ANGELES, CALIFORNIA, U.S. BOOTH #3381
28-4/1	DIGITAL PRINTING CONGRESS	ESTORIL, PORTUGAL
30-4/1	EUROSTAMPI	PARMA, ITALY

APRIL

6-8	ISA INTERNATIONAL SIGN EXPO	ORLANDO, FLORIDA, U.S. BOOTH #2244
21-22	DIGITAL SEMINAR	NAPLES, ITALY

MAY

4-6	NBM SIGN BUSINESS SHOW	FORT WORTH, TEXAS, U.S. BOOTH #722 & 723
9-11	SIGN UK	NEC BIRMINGHAM, UK STANDS E20, E30, F30, G30
9-13	GRAFITALIA	MILAN, ITALY
19-21	SCIVAC PET WORLD	RIMINI, ITALY
23-25	SME RAPID PROTOTYPING SHOW	ST. CHARLES, ILLINOIS, U.S. BOOTH #514
25-26	EXPOGRAFIC SHOW	BARCELONA, SPAIN
26-27	DIGITAL SEMINAR	PALERMO, ITALY

JUNE

1-3	NBM SIGN BUSINESS SHOW	INDIANAPOLIS, INDIANA, U.S. BOOTH #1215 & 1008
13-14	VERSA/CAMM END USER TRAINING	IRVINE, CALIFORNIA, U.S.
14-16	SIGN EXPO 2006	OSAKA MINAMIKOU, JAPAN ATC HALL
21-23	DMS 17TH DESIGN ENGINEERING & MANUFACTURING SOLUTIONS EXPO/CONFERENCE	TOKYO BIG SIGHT, JAPAN

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ROLAND CELEBRATES 25TH ANNIVERSARY WITH ANOTHER YEAR OF RECORD AND INDUSTRY-LEADING SALES

HAMAMATSU, JAPAN

Throughout 2006, Roland will celebrate its 25th anniversary, a milestone that marks the company's rich history of innovation and commitment to the industries it serves. Roland leadership has driven a multitude of achievements that have advanced digital technology for the signmaking, screenprinting, fine art and photographic reproduction, exhibit, label, engraving, reverse engineering and rapid prototyping industries.

From the company's original CAD plotters and digital vinyl cutters to today's high-performance print/cut solutions, Roland vision, precision and commitment to quality have revolutionized the way creative professionals work.



Roland finds its technology roots in the music industry. A subsidiary of Roland Corporation, the company's advanced plotting technology was originally used to record the sound waves for Roland music synthesizers. This precision plotting technology quickly garnered widespread acceptance during the CAD/CAM revolution of the 1980s and provided the basis for new generations of digital input and output technologies to follow.

"It is amazing to look back on where we started and see how far we've come," said Masahiro Tomioka, the company's president. "Today's Roland is stronger than ever with record sales in every area of the globe. And with continued technological innovations on the horizon, we are well positioned for future growth and success."

NUMBER ONE IN WIDE-FORMAT INKJET PRINTER SALES WORLDWIDE

Roland success is perhaps best illustrated by the company's growing dominance in the durable graphics market. During 2004 and 2005, the company emerged as the industry's leading seller of wide-format inkjet printers worldwide. It also posted record revenues and profits, achievements that company officials attribute to both its strong technology base and its market- and customer-driven focus. In addition, the company boasts ISO 9001:2000 and 14001 certifications, reflecting its high standards for product quality.

NEW DIGITAL FACTORY OPENS

In December 2005, the company opened a new, expanded digital factory near its international headquarters in Hamamatsu, Japan. The new 9,800m² facility is 40 percent larger than the company's current factory. An official opening ceremony was held February 8, 2006.

Roland's digital factory features an innovative production system called "Digital Yatai" that enables a single employee to individually assemble complex products. Since adopting this system for all Roland products in July 2002, manufacturing time has been reduced and product design improved. This production model also contributes to the environment by eliminating paper instructions. The Digital Yatai system has been recognized for excellence among domestic manufacturers and the news media alike.

"Yatai is just one result of Roland's Digital Value Engineering (DVE)," Tomioka added, "which combines development, production and marketing into a single integrated process for faster concept-to-market time."

LETTER FROM THE EDITOR

Welcome to the first issue of R-World, Roland's global newsletter. We are pleased to provide you with this collection of Roland news, events and feature articles from around the world.

As highlighted in our cover story, 2006 is an important year for Roland, marking our 25th anniversary. Along with this milestone, we are proud to announce that we are the world's top-selling provider of wide-format printing technologies for the durable graphics market. As we continue to grow and evolve, we are reminded that this success has been driven by the ongoing support and commitment of our customers, who continue to inspire us with their creativity, entrepreneurial spirit and exceptional work ethic.

To commemorate our success and theirs, we have included customer profiles from Roland inkjet users internationally. We invite you to read on and discover a world of applications for Roland technology. In addition, R-World features news, technical tips and a global calendar of Roland events.

We are enthusiastic about this opportunity to share R-World with you and we welcome your feedback and suggestions for future issues. If you have ideas for customer profiles, technical articles or other editorial submissions, please e-mail them to lweller@rolanddga.com.

We look forward to hearing from you and to our next opportunity to serve your business needs.

Best regards,

Laurie Weller, Editor, R-World



Roland's newest digital factory in Hamamatsu, Japan reflects the latest in manufacturing technology and positions the company well for future growth

MAXIMUM IMPACT

SUCCESS STORIES FROM ROLAND MAX INK USERS FROM AROUND THE WORLD

U.S. START-UP COMPANY SUCCEEDS IN GROWING VEHICLE GRAPHICS MARKET

AUSTIN, TEXAS – Starting a business is an adventure filled with twists and turns. Just ask Pete LoBrutto, president and founder of Azure Vehicle Graphics of Austin, Texas. In 2003, after 15 years in the software industry, he decided to take the plunge into small business ownership. He has since transformed a sound business strategy into a thriving graphics business that is specialized, growing and profitable.



“The vehicle graphics market is growing rapidly,” LoBrutto said. “Increasingly, companies are looking at vehicle graphics as an effective means for advertising. Our customers come from a wide range of industries - from beverage companies to resorts and casinos. Full-color vehicle wraps are relatively new, but more companies are becoming aware of them, so demand is rising considerably.”

Today, Azure Vehicle Graphics boasts more than 100 customers across the U.S. and Canada, and the company has posted impressive business growth of 100 percent year over year. The cornerstone to this company’s busy production environment is a pair of SOLJET integrated printer/cutters.

Based on Roland’s award-winning print/cut technology, the SOLJET 54”-wide integrated printer/cutter delivers a one-step operation for the production of complex sign graphics - printing and then automatically contour cutting on one device without any steps in between. As a result, the SOLJET is ideal for producing even the most intricate custom graphic quickly, and in an unattended fashion.

One of the company’s most unique applications is a wrap completed recently for a “dollar store,” which sells a wide range of products priced at \$1.00us. To drive home the marketing message, the store’s delivery vehicle was “wrapped” in a giant one-dollar bill design. “We had to check with the secret service first to verify that we could legally scan a dollar bill,” LoBrutto said.

LoBrutto maintains that the most difficult jobs typically involve wrapping highly stylized, curved vehicles. A recent wrap for a Volkswagen Beetle involved a multi-colored sixties-inspired design that required tremendous skill to complete.

“Picture trying to take rectangular pieces of vinyl and designing and applying them to the contours of a Beetle,” LoBrutto said. “In cases like this, the job becomes almost a 3D wrap. Our installers have expertise to handle these contours. It’s truly an art.”

For most of its work, Azure Vehicle Graphics designs using Adobe Illustrator® and Photoshop® and outputs to the SOLJET using Roland’s own RIP software and color profiles. Design files from customers can be scanned as well for use as artwork. Once designed and printed, the graphics are laminated and then applied to vehicles by the company’s trained installers. Azure Vehicle Graphics uses 3M cast vinyl and 3M overlaminate film exclusively for its graphics. To accommodate future capacity, LoBrutto plans to expand his production environment in a modular fashion, installing new SOLJET printer/cutters on an as-needed basis.

“The SOLJET printer/cutter’s versatility makes it ideal for this modular expansion strategy,” LoBrutto said. “I know that whatever direction my graphics business takes, the SOLJET is engineered to handle it.”

ROLAND GRAPHICS FIRE UP MOTOGP RACES WORLDWIDE

BARCELONA, SPAIN – As a sign and outdoor printing MotoGP supplier, Roland DG supplies its SOLJET inkjets to produce the graphics that are featured all over the track, including advertisements that appear on curves, bridges, podiums, in press rooms and on circuit signs. Simply stated, the race track is visually powered with Smart Passion by Roland DG.



MotoGP is true competition – the pinnacle of motorcycle racing, with Gran Prix events held across five continents every year, the participation of the world’s top motorcycle manufacturers, the most innovative technology, and the best riders on the planet.

As a MotoGP supplier, Roland DG provides the organization’s partners and sponsors the flexibility to produce both large-series and last-minute advertisements with amazing quality and stunning colors. And these advertisements are showcased worldwide. MotoGP races are viewed by 1.7 million spectators and more than 5 billion television viewers from 208 countries around the world.

The goal of the sign and outdoor printing organization is to maintain success within this highly visible, extremely competitive environment. The production process starts at the headquarters before the season begins when the Sign & Outdoor Printing MotoGP staff prepares the advertisement plan for each one of its 17 races. Each plan involves full-color advertisements which can be made in advance by the company’s SOLJET PROII V SC-545EX large format printer and cutter. Vinyl signs and banners are cut by a Roland CAMM-1 PRO CX-500.

According to Jordi Puig, special events promoter for Promotor Events and project manager throughout the worldwide MotoGP season, “From our point of view, things are really different now that we are working with Roland. We now feel confident when preparing a GP since we are supported by a great brand.”

He cites some of the advantages of Roland machines as follows:

- Long-lasting prints
- Easy and comfortable operation
- Fast printing with high quality
- Long-lasting colors with reliable results
- No material displacements

He continues, “In using Roland eco-solvent inks we are also respectful to our environment while avoiding unpleasant and harmful odors.

“We can rely on Roland machines; we have been traveling with them inside a truck trailer around the world through many countries without any kind of problem, and we have achieved great quality standards.”

For more information on MotoGP, visit the company’s Web site at www.pro-motor.es.



VERSATILITY WITH A CAPITAL V

ORBAEK, DENMARK – The small sign making company Foliekniven.dk,¹ run by Gina and Rune Fabricius, has a very simple philosophy: “You can order only what you need.” In other words, no job is too small for Foliekniven.dk, and bulk orders are not required. Instead the company’s focus is on giving the customer what he wants, and letting its Roland VersaCAMM SP-540V do the rest.

“The purchase of a Roland SP-540V has saved us a lot of time and tasks, making the production process much easier and faster,” says Rune Fabricius. “Also we have experienced a clear quality improvement with new MAX ink, mainly in terms of improved durability and drying time.”

In June 2005, Foliekniven.dk set up shop in the countryside of Funen, the Danish island where Hans Christian Andersen was born. Before that, the company had been operated entirely as a sign making Internet shop since its inception in 2004 (note the “.dk” in the company name). That changed after purchasing the SP-540V in December 2004. The printer’s first actual job, 300 meters of banner for a theatre curtain, proved to be too big a task for the company’s small basement office at the time, prompting the move.

In bigger surroundings, the SP-540V soon became an important factor in the productivity of the small company. Foliekniven.dk expanded its large line of

standard sign making products to include more personalized items inspired by the ideas of Gina and Rune as well as by input from close family and friends.



For example, Gina’s father suggested that they produce personalized country stickers for cars. Country stickers are mandatory in Europe, and Foliekniven.dk now gives customers a chance to personalize theirs in any number of ways using adhesive-backed vinyl, lamination and the integrated cutting abilities of the SP-540V. Almost any color is available, including gold, silver and mirrored vinyl. Also, all jobs involving Foliekniven.dk’s vinyl and film streamers come with instructions on how to handle and apply the streamers, a service many first-time customers appreciate.

His experience in the automotive business inspired Gina’s father to come up with another great product idea – a parking disc created using the print and cut functions of the SP-540V and two types of PVC media. These very stylish discs are displayed in car windshields to avoid parking tickets.

Versatility has become a trademark of Foliekniven.dk. The company’s product offering includes personalized stickers, personalized magnets, heat transfer stickers for shirts, business cards, all kinds of banners, and the list goes on and on. All of which gives the SP-540V lots of different tasks during a normal work day at Foliekniven.dk.

This reputation for versatility was further reinforced by Rune’s recent appearance on the major Danish network channel TV2. As part of a lifestyle program, she was featured applying “metal” vinyl to refrigerators, a task that has further increased the range of jobs handled by Foliekniven.dk. This publicity boost brought in a full mailbox of orders as well.

Now the next step for Foliekniven.dk is to continue to slowly expand. And with the help of the SP-540V and perhaps more Roland printers in the future, the sky’s the limit.

¹ Directly translated: vinylknife.dk

MAX DELIVERS AT UK SIGN SHOP

WARRINGTON, UK – HCC – Warrington is a two year old start-up company that specializes in clothing embroidery, digital printing, CAD/CUT vinyl and signage.

The company was founded by Sean Horan who started out buying and selling specialized work wear. Pretty soon, due to client demand, the business evolved into an embroidery business. Soon, this venture paved the way for vinyl cutting because many clients were asking for display logos as well.

Enter Alan Whittaker, who at first came on board as a freelancer helping out in the evening to deal with artwork design and file creation – all after a full day’s work at his own job!

However, after literally working 24/7 and not getting a chance to even walk the dog, Whittaker joined Horan full time in January 2005 and the two have never looked back.

The duo visited Sign UK last year and after walking around the show found themselves at the buzzing Roland DG exhibit which Alan describes as “by far the best at the event.”

Here they met with Roland DG UK’s almost-legendary salesman, John de la Roche. They organized a visit to the Crewe showroom where the two could really look at the Roland

machines and discuss in greater detail their business requirements and aspirations.

In July, HCC took delivery of a VersaCAMM SP-540V print and cut system running eco-solvent inks.



After two months, HCC upgraded to ECO-SOL MAX inks. “These new inks have really made a huge difference to our output,” says Alan. “They are not only far harder and much more scratch resistant, but they also smell much less. I come from a printing background and have experienced the aroma of solvent, but I practically sit next to the 540V on a daily basis and the smell is very minimal, indeed.”

“We’ve also discovered that we get far more mileage out of these new ECO-SOL MAX inks,” he continued. “They really don’t run down as much and, being cheaper, they really are an excellent value for the money. We’ve also noticed that the density and overall color vibrancy are much better.”

Due to the superior output that HCC feels it can now achieve, the company is far more confident in the way it runs its business.

HCC clearly has an excellent relationship with Roland DG. According to Alan, “We are very much in a comfort zone with Roland DG and we believe that the Roland VersaCAMM SP-540V in tandem with the new ECO-SOL MAX inks have increased our production by about 15 to 20 percent. The machine often runs itself, earning us money while we are able to do other things.”

MAX INK, YOUR GLOBAL ADVANTAGE



In the world of durable graphics, your image is only as good as your ink. That is why these and other professionals worldwide rely on ECO-SOL MAX, Roland’s revolutionary new ink representing a major step forward for ink technology.

For years, Roland has pioneered the development of advanced inks that meet the highest standards for performance, safety and durability. And new MAX ink builds on this advanced ink technology with several enhancements including wider color gamut, higher density, improved scratch resistance, faster drying time and expanded uncoated media support – all at a lower price tag. New MAX is virtually odorless, contains no harmful VOCs, and requires no special ventilation or environmental equipment.

MAX QUALITY CREATES STRONG CUSTOMER TIES

By Kai Peters, Professor in Economics, S&P Schaffer and Peters GMBH

ZEPPELINRING, GERMANY - Proprietary brand makers and market leaders can only present products successfully with high-quality visuals. And new ECO-SOL MAX inks are designed expressly for this.

From the beginning we have been printing at the highest quality levels. In a production chain, all activities have to be geared optimally to work with one another. The printer, medium and color together determine the print result. Another factor is the light durability. Our clients require photo-realistic reproductions of digital data, and then display these reproductions for extended periods of time on mobile display systems, even in harsh sunlit environments.

For us, Roland piezo technology was a decisive breakthrough. For years we have been testing printing products, and we have seen that Roland printers boast outstanding results when it comes to reproducibility, uniformity and productivity.

When the second generation of Roland's eco-solvent ink became available, we equipped a Roland SOLJET SJ-740 printer with it. We were interested in the high light durability of the ink for the panels of our mobile display systems. The outside use of these prints was secondary. With select coated materials for eco-solvent inks, good photo-realistic picture reproductions were generated. However, there was room for improvement. These inks were not as scratch-resistant as the inks we have today and they did not dry as quickly.

NEW ECO-SOL MAX INK - NO COMPROMISES

When new ECO-SOL MAX ink became available, we immediately converted our two SJ-740 printers to MAX. The color lays down optimally, without any color loss. MAX's drying time is adequate as well. After the inks have dried, the scratch-resistance is really good. All together, ECO-SOL MAX inks are a clear improvement.

Even after the long holiday "recess," MAX's inks did not dry underneath the print heads. Additionally, Roland supports MAX ink with an adjusted and optimized firmware. All printer parts are well geared to perform with the inks. Even at higher print speeds, there are no color stripes or banding lines. MAX inks also enable printing on properly coated textile materials. Excellent results are achieved when using coated photo papers as well. And we get acceptable print quality with non-coated materials. With new ECO-SOL MAX inks and the right materials, one can achieve a print quality which is virtually indistinguishable from high-quality pigment ink prints. Due to MAX's high light durability, these graphics last a long time indoors and out.

For more information visit: www.universal-decor.de

IN COMPARISON WITH PURE SOLVENT INK

A client who ordered a few thousand square meters of panels for display systems asked us for a very intense red reproduction, a color that is possible to achieve with pure solvent inks.

Instead of using Roland eco-solvent inks, we equipped two Roland SJ-740s with a new sort of ink, one in which the solvent substance lies somewhere between a solvent and an eco-solvent. This new ink achieved the required red color indeed, dried faster, and was scratch-resistant as well. Yet it had serious disadvantages, particularly with respect to the print production process. The fast-drying solvent caused the ink to dry underneath the print heads, a problem that resulted in continuous clogging of the nozzles. The viscosity of the ink did not allow a high productivity level, and banding lines appeared quickly.

After a few weeks these more aggressive solvents had destroyed parts of the printer, causing print head failures. Furthermore, the ink hardened in the wires. All this led to continuous interruptions of the print production cycle and demanded time-consuming and costly repairs.



dream retirement turns into a thriving sign business

CASINO, AUSTRALIA - Many of us dream of leaving it all one day, trading in our hectic city life for a motor home or caravan and hitting the highway to discover the great outdoors.

And according to the Australian Bureau of Statistics this trend is gathering appeal. In fact, more and more Australians are buying caravans or motor homes every year.

The Heavens have since mastered their VersaCAMM and, according to Sign Essentials, are using the printer/cutter for some very unique applications.

"It's a little beauty," Ty said. "We are now consistently producing murals for motor homes. This is a pretty specialized field, particularly because on a 38' motor home you can get up to 6" of flex - which is enough to scare



Consider, for example, the lives of Ty and Trish Heaven, a couple that recently escaped the urban trappings of Canberra and their respective careers for a quieter life on the northern Australian coast of New South Wales.

The Heavens made this dream their reality two years ago by teaming up with 350 other enthusiastic motor home shareholders to collectively purchase a new rural residence - an abandoned airport located in a town called Casino. This quiet, remote site has since been transformed into the Casino Motorhome Village, a unique community that is now home to big rigs, smaller motor homes and caravans alike.

According to Ty, this new, more relaxed lifestyle started out as a welcome change from the couple's demanding careers; Trish had worked for years in public service and Ty had managed his own sign business, producing signage for Pizza Hut and other large corporations.

But as fate would have it, the simple life soon took on a life of its own.

"We hadn't been there long before I 'put my foot in it' so to speak, telling one of the directors about my past career as a signwriter," he said. "Well, the next thing I know I'm doing one sign for the Village, and then another for someone else, and before long, I was in business all over again."

The new company, Wintersun Marketing, opened its doors with a Roland CX-24 vinyl cutter. Demand continued to increase along with the complexity of the jobs, prompting the Heavens to add a VersaCAMM SP-300 printer/cutter.

"Casino is about two and half hours south of Brisbane, so we had to go all over the place to find a dealer equipped to support us there," Ty said.

Then they came across Hayden at Sign Essentials in Brisbane who offered a full warranty service in remote Casino for six months, with continued support after that as well.

"These high levels of support made all the difference to us," Ty said. "Though we both have reasonable computing skills, we went into this venture with no digital printing experience. And to Hayden's credit, he held up his end of the bargain. All we had to do when we had a question was call him and he'd guide us through it."

most signwriters off. Apparently we are the only ones doing them."

"The SP-300 is incredible," he continued. "We've experimented with all types of media and can now produce full size murals on conformable-type vinyl. We coat this vinyl with a soft 2-pack clear film that's extremely flexible, doesn't crack or craze, and doesn't require lamination."

The Heavens have since completed over 500 murals and demand continues to increase. And as if the new business was not enough to keep them busy, they came up with a second business concept. Their new "Work About Australia Program" enables fellow motor homers to earn extra income while traveling.

"We developed a series of about 300 stickers and decals with different messages and themes that we promote on five pull-up banners."

The Heavens sell the banners along with stocks of the stickers and decals to motor homers who in turn sell them at local shows and other weekend events they encounter through their travels.

"The response has been unbelievable," Ty said. "We've got 16 agents operating around the country who re-order weekly, which is not really conducive to a retired lifestyle, but some of them are making over \$50,000.00 AUD a year - so we're happy."

"It's proven so popular that we've got people on a waiting list wanting to be involved, all of which is a great testament to the Roland printer and the quality it delivers," he continued.

"Recently, we introduced new ECO-SOL MAX inks and the results are better than ever with tremendous feedback coming in from the field," he said. "No doubt this success means more work for us. So much for moving to Casino to 'semi retire.' It looks like we've created a monster."

For the future, Ty's got his eye on Roland's new 54" SOLJET SC-545EXW, the industry's first eco-solvent white ink printer/cutter, which according to Ty will give Wintersun Marketing a bit more flexibility and production capacity.

Asked if he was trading in the SP-300, he responded with a resounding no. "It's a wonderful little toy, and it's paid for itself over and over," he said. "I'll never get rid of it."

ROLAND DISPLAYS LEADERSHIP ROLE AT VISUAL COMMUNICATION IN MILAN

MILAN, ITALY - Visual Communication Italia 2005 was the year's most important show in Italy for graphics, and the results have surpassed all expectations. In fact, the number of visitors totalled 19,220 people, an increase of 16.2 % over the previous year.

Roland reinforced its leadership position in the graphics and 3D markets with almost 400sqm of booth space, divided mainly into four areas: Printing and Cutting, Engraving and Modeling, Metaza, and a real training center with 12 multimedia desktops.



The training center alone drew more than 110 attendees, with many additional people standing in the aisles during the presentations. Roland Europe organized 7 training sessions each day on different topics including ICC profiles, computer graphics, and digital photography, among others.

The Metaza Photo Impact Printing area achieved tremendous success as well, thanks to an attractive kiosk produced for the occasion and the continuous product demonstrations. It goes without saying that both ECO-SOL MAX and the printing solutions received the most attention from attendees, with the VersaCAMM featured as a "guest star."

In addition to the large exhibit, Roland was involved in several conference seminars. Roland experts led seminars on "How to Begin in Digital Printing," "3D Creations from Photoshop, a New Market," and "SRP: A New Opportunity." Roland representatives also participated in a round table weighing the pros and cons of original inks and compatible inks.

renowned **italian** museum communicates with roland desktop cutter

MILAN, ITALY – THE NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI IN MILAN IS THE LARGEST TECHNICAL AND SCIENTIFIC MUSEUM IN ITALY AND ONE OF THE MOST IMPORTANT IN EUROPE. THE MUSEUM IS LOCATED IN THE HEART OF THE CITY IN AN ANCIENT MONASTERY BUILT IN THE 16TH CENTURY FOR THE USE OF THE OLIVETANI. IT IS A PRESTIGIOUS AND FASCINATING BUILDING, HOUSING AND PRESERVING A VAST HERITAGE OF OVER 10,000 ITEMS. VISITING THE MUSEUM IS LIKE A JOURNEY BACK IN TIME TO EXPLORE THE MAGNIFICENT EVOLUTION OF SCIENCE AND TECHNOLOGY.

IN THE YEAR 2000, THE MUSEUM BECAME A PRIVATE FOUNDATION TO PROMOTE SCIENTIFIC CULTURE. REFLECTING ITS COMMITMENT TO SCIENTIFIC AND TECHNOLOGY EDUCATION, IT OFFERS GUIDED TOURS, INTERACTIVE LABORATORIES, AND CULTURAL EVENTS FOR CHILDREN AND ADULTS.

ACCORDINGLY, THERE ARE EXTENSIVE COMMUNICATIONS REQUIREMENTS TO SUPPORT THE DIFFERENT MUSEUM EVENTS.

AMONG THE EQUIPMENT IT OWNS, THE MOST HEAVILY-USED DEVICE MAY BE ITS ROLAND CAMM-1 CX-24 DESKTOP VINYL CUTTER, WHICH IS USED TO CREATE VINYL SIGNS.

GIOVANNI CRUPI, MARKETING AND FUNDRAISING MANAGER OF THE MUSEUM, HAS COMMENTED ON THE MUSEUM'S EXPERIENCE



WITH ROLAND. "WE REALIZED THAT WE NEEDED TO INTEGRATE OUR EXISTING EQUIPMENT WITH A CUTTING PLOTTER TO CREATE VINYL SIGNS," HE SAID. "WE CHOSE ROLAND, FIRST OF ALL, BECAUSE OF THE BRAND'S REPUTATION, AND ALSO BECAUSE OF WORD-OF-MOUTH RECOMMENDATIONS FROM EXPERTS."

ON THIS POINT, ALES BONACCORSI, GRAPHICS OFFICE MANAGER, COMMENTED, "WE ARE VERY SATISFIED WITH THE ROLAND CUTTING PLOTTER, WHICH HAS TURNED OUT TO BE, SINCE THE BEGINNING, BOTH AN INTUITIVE MACHINE, COMPATIBLE WITH OUR OWN SOFTWARE AND EASY TO USE. THIS GAVE US THE OPPORTUNITY TO CREATE A GREAT DEAL OF VINYL SIGNS OURSELVES, WHICH CAN BE APPLIED ON MANY DIFFERENT SURFACES (BOTH COLORFUL AND TRANSPARENT) AND IN SIZES RANGING FROM SMALL PANELS TO ENTIRE WALLS. I AM PASSIONATELY FOND OF VINYL SIGNS FOR THEIR NON-INVASIVE NATURE, THE BALANCE BETWEEN COMMUNICATION AND MEDIA, THEIR ENDLESS SIZES, AND THE POSSIBILITY OF CONTINUOUS EXPERIMENTATION. THANKS TO THESE SOLUTIONS I CAN DREAM OF AND REALIZE GRAPHICS WITHOUT ANY LIMIT."

FOR MORE INFORMATION ON ITALY'S NATIONAL MUSEUM OF SCIENCE AND TECHNOLOGY LEONARDO DA VINCI, VISIT WWW.MUSEOSCIENZA.ORG.

ROLAND 3D INNOVATIONS

REVOLUTIONARY TECHNOLOGY DRIVES BUSY MANUFACTURER

URALLA, AUSTRALIA – URALLA, AUSTRALIA-BASED PHOENIX FOUNDRY SPECIALIZES IN THE MANUFACTURE OF CUSTOMIZED PLAQUES AND CASTINGS, WHICH CAN RANGE FROM THE SIMPLEST FORMS TO THE MOST INTRICATE DESIGNS. AND WHEN IT COMES TO EQUIPMENT THAT CAN SAVE TIME, PHOENIX FOUNDRY'S COMPOSITOR MANAGER, CHARLIE RUDD, IS ALWAYS MORE THAN INTERESTED.

"WE USE SCULPTORS TO PRODUCE ORIGINALS OF THE DESIGNS, WHICH CAN BE VERY LABOR INTENSIVE, AND THEREFORE EXPENSIVE," HE SAID. A FEW YEARS AGO, THE COMPANY LOOKED AT HARNESSING 3D TECHNOLOGY TO REDUCE THESE COSTS AND TO ALLEVIATE THE IRREGULARITIES THEY'D GET WITH A HAND-MADE LEFT AND RIGHT SIDE OF A DESIGN. THEY SOON DISCOVERED ROLAND'S MDX-15, A 3-DIMENSIONAL DIGITIZER AND 3-AXIS MILLING MACHINE IN ONE.

ACCORDING TO RUDD, THE MDX-15 REVOLUTIONIZED THE FIRM'S PRODUCTION CAPABILITIES. A COUPLE OF YEARS AGO, FOLLOWING THIS SUCCESS, THE COMPANY DECIDED TO EXPAND THEIR PRODUCTION CAPABILITIES EVEN FURTHER WITH ROLAND'S LATEST 3D TECHNOLOGIES.

"WE PURCHASED ROLAND'S PIX-3 3D DIGITIZER ALONG WITH THE MDX-650 3D MILLING MACHINE, AND WE HAVEN'T LOOKED BACK," RUDD SAID. "THE PIX-3 IS A VERY CLEVER PIECE OF EQUIPMENT, ENABLING US TO DIGITIZE EVEN THE MOST INTRICATE HAND-MADE MASTER IN-HOUSE. ONCE DIGITIZED WE CAN SCALE IT TO THE SIZE REQUIRED, CREATE A FLIPPED VERSION WHICH IS AN EXACT REPLICA OF THE OTHER SIDE, AND THEN EXPORT THE FILE TO THE MDX-650 FOR THE NEXT STAGE OF PRODUCTION.

THIS TECHNOLOGY HAS ENABLED THE COMPANY TO CREATE A LIBRARY OF SCALABLE IMAGES THAT CAN BE ACCESSED WHEN NEEDED, WHICH ELIMINATES THE NEED TO GET A SCULPTOR INVOLVED. "THIS NOT ONLY SAVES US MONEY, BUT TIME AS WELL SINCE WE'VE GOT THE DIGITIZED MASTER ON FILE," HE SAID.

THE MDX-650 HAS ALSO BOOSTED THE COMPANY'S PRODUCTION CAPABILITIES DRAMATICALLY, ENABLING THEM TO MACHINE OUT AND QUICKLY MAKE LARGE PATTERNS OUT OF WAX AND MDF TIMBER. RUDD CITES THE MDX-650'S ABILITY TO UPGRADE TO A FOURTH AXIS AS ANOTHER IMPORTANT FEATURE.

"TOGETHER, THE TWO MACHINES PROVIDE US WITH A VERY VERSATILE PACKAGE THAT'S EASY TO USE AND IS ENABLING US TO DO WORK THAT WE COULDN'T HAVE TOUCHED BEFORE, MAINLY DUE TO THE LABOR COMPONENT," HE SAID. "AND BECAUSE THEY OPERATE ON AN INTERNATIONAL STANDARD WE ARE ABLE TO USE STANDARD CAD FILES. AS A RESULT, WE ARE NOW GETTING WORK FROM ALL AROUND THE WORLD."



NEW MPX-70 ACHIEVES NEW LEVELS OF SPEED AND PRECISION



Roland has introduced the new METAZA MPX-70, the latest in the METAZA series of photo impact printers and a powerful production tool for creating custom, personalized mementos out of hard acrylic and metal surfaces including gold, silver, platinum, stainless steel, brass and aluminum.

Roland's original METAZA photo impact printer was introduced in 2000 as the world's first device to permanently imprint photos on jewelry and other flat items. The MPX-70 represents the third generation of advanced METAZA technology and has been enhanced with twice the resolution and three times the speed of its predecessor, the MPX-60.

"The MPX-70 is our fastest, most precise METAZA to date," said Toshi Yahiro, Roland DG 3D product manager. "We are proud to introduce this

state-of-the-art innovation into the rapidly expanding photo marking market. Since its introduction, thousands of METAZA units have been sold, helping entrepreneurs worldwide launch profitable METAZA businesses with a low initial investment – and often with no previous industry experience."

The MPX-70 is as easy to setup and use as a desktop printer and customizes eye-catching pendants in less than six minutes. With a maximum resolution of 529 dpi, the MPX-70 offers the resolution required to accurately reproduce even the most delicate gradations, lines and text. It personalizes objects up to 90mm x 90mm x 20mm (3.54" x 3.54" x 0.78") and is compact enough to fit on a small desk with a standard desktop or notebook PC running Windows® 98SE or later."

JWX-10 JEWELRY MODEL MAKER WINS PRESTIGIOUS AJM INNOVATION AWARD

Roland is pleased to announce that the JWX-10 jewelry model maker won the 2005 AJM Innovation Award. An independent panel of nine esteemed jewelry experts from around the world selected the desktop device for its positive impact on the industry in 2005 and beyond.

The JWX-10 jewelry model maker was developed from the ground up to make the jewelry design and manufacturing process faster, easier and more profitable. The quiet and stylish 4-axis mill produces precise, castable wax models for rings, pendants, bracelets and charms. It also meets stringent ISO international standards for design and manufacturing quality.

"The JWX-10 is a compact unit with good resolution and is compatible with all CAD/CAM systems, making it ideal for most jewelry applications," said Mark Grimwade, an AJM Innovation Awards judge and author of numerous books and articles about gold technology.

Powered by a 20,000 rpm spindle, the JWX-10 mills wax models with detailed resolutions up to 0.002mm/step. The desktop device includes holding fixtures that make it easy to customize non-proprietary, off-the-shelf jewelry wax stock. It also comes with 4-axis CAM software, tools, wax and user manuals.

The optional Roland ProtoWizard software and fixture bundle adds even more CAD/CAM functionality. It lets jewelers import industry standard STL files and easily converts them into NC files ready to be milled. The software is compatible with all jewelry design software, including GEMvision Matrix, Rhino® with Techgems, ArtCAM Jewelsmith and Type3 3Design. The included 3-sided ring fixture and ring arbor allow for the production of even the most complex designs.



NEW LPX-600 LASER SCANNER SETS NEW STANDARD FOR AUTOMATION



Roland's new LPX-600 is a complete laser scanning package including software that easily scans a variety of objects to generate accurate 3D digital data. The LPX-600 is the industry's most user-friendly professional 3D laser scanner, with the entire scanning process controlled by a single button. Conventional 3D scanners, by comparison, require the advanced skills of experienced professionals to operate.

"The LPX-600 3D Laser Scanner is an exciting innovation for the 3D CAD/CG industry, bringing unmatched ease-of-use to an otherwise complex process," said Toshi Yahiro, Roland DG 3D product manager. "Now, for the first time, anyone can easily generate high-quality 3D digital data. In fact, the LPX-600 is as easy to use as a flatbed scanner. Yet it delivers professional results, automatically filling holes and deleting polygons where needed for smooth surfaces and easy editing."

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WITH THE LPX-600, SCANNING IS COMPLETED IN JUST THREE EASY STEPS:

1. Position your object on the LPX-600 work table
2. Press the 'Preview' button to confirm scanning time
3. Press the 'Scan' button to begin scanning

EASY-TO-USE ROLAND LPX EZ STUDIO SCANNING SOFTWARE INCLUDED

Roland LPX EZ Studio scanning software controls the entire process from the initial LPX scan to the creation of 3D CAD/CG data in a range of file formats including STL (Standard Tessellated Language, industry standard 3D CAD format), GSF (Geometry Systems native file format) and 3DM (Rhino file format). EZ Studio automatically eliminates extra polygons and fills holes for smooth, continuous surfaces. Roland LPX EZ Studio is compatible with Windows® XP/2000/Me/98 SE (Second Edition).

GX-24 BUILDS ON LEGENDARY CAMM-1 PERFORMANCE

Roland's 24"-wide GX-24 Servo vinyl cutter is the fastest, most precise Roland desktop vinyl cutter to date and a powerful addition to the CAMM-1 family of sign making products.



For more than 17 years, CAMM-1 vinyl cutters have been widely recognized as the industry's most reliable and cost-effective solutions for producing banners, vehicle graphics, pinstripping, store displays, point-of-purchase materials, informational signs, backlit displays, flock heat transfers, stencils, and almost any other cut vinyl graphic. The GX-24 Servo builds on this technology with new advanced features that make it faster, more precise, more versatile, and easier to use. Significant new features include the addition of digitally powered servo motors for enhanced speed and performance; a new optical sensor that allows precision cutting of printed graphics; and Roland CutStudio™, a powerful new easy-to-use design software.

"The GX-24 Servo delivers new levels of performance and versatility," said Kevin Shigenoya, Roland DG product manager. "In addition to cutting traditional vinyl graphics, it features a newly added optical sensor that allows it to contour cut flock heat transfers, labels, decals and other graphics printed with a commercially available printer. The GX-24 Servo features Roland CutStudio software, a full-featured design package that also functions as plug-in software for Adobe Illustrator and CorelDRAW®."

The GX-24 Servo uses digital servo motors to achieve a maximum cutting speed of 20 inches per second, 25 percent faster than previous CAMM-1 desktop vinyl cutters. In addition, the GX-24 Servo features an enhanced mechanical resolution of 0.0005" and an increased blade pressure of up to 250 grams. For added versatility, the GX-24 Servo includes a unique optical registration system that automatically locates registration marks produced by a variety of print-only devices so that printed graphics can be accurately contour cut.

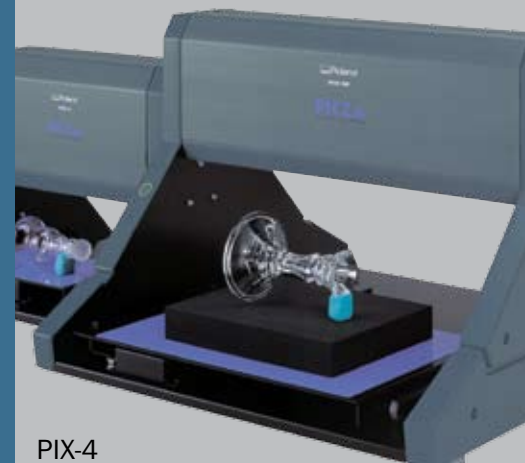
A HISTORY OF INNOVATION

- 1981** AMIDEK CORPORATION, AN AFFILIATE COMPANY OF ROLAND CORPORATION, WAS FOUNDED IN OSAKA AS A MANUFACTURER OF COMPUTERIZED MUSIC PERIPHERALS AND AS A DISTRIBUTOR OF ASSEMBLED ELECTRONIC MUSIC INSTRUMENT PARTS.
- 1982** AMIDEK MARKETED CMU-800 COMPUTER MUSIC AND INTRODUCED THE DXY-100, THE COMPANY'S FIRST PEN PLOTTER FOR THE CAD/CAM MARKET.
- 1983** THE COMPANY CHANGED ITS CORPORATE NAME TO ROLAND DG CORPORATION AND RELEASED THE FIRST A-3 SIZE PLOTTER, THE DXY-800.
- 1985** ROLAND DG MOVED ITS HEADQUARTERS TO HAMAMATSU CITY IN SHIZUOKA PREFECTURE AND RELEASED THE DPX-2000, AN A-2 SIZE PLOTTER.
- 1986** ROLAND INTRODUCED THE WORLD'S FIRST DESKTOP CNC MILL WITH THE PNC-3000.
- 1987** ROLAND RELEASED ITS FIRST CAMM-2 ENGRAVER, THE PNC-2000.
- 1988** ROLAND INTRODUCED THE WORLD'S FIRST DUAL-PURPOSE VINYL CUTTER AND PEN PLOTTER WITH THE CAMM-1.
- 1993** ROLAND INTRODUCED THE LOW-COST PNC-900 VINYL CUTTER.
- 1995** ROLAND RELEASED THE WORLD'S FIRST PRINT/CUT DEVICE FOR VINYL WITH THE COLORCMM PNC-5000.
- 1996** ROLAND INTRODUCED THE WORLD'S FIRST WIDE-FORMAT INKJET PRINTER/CUTTER WITH THE CAMMJET AND THE WORLD'S FIRST PLOTTER TO OFFER ENGRAVING, PEN PLOTTING AND VINYL CUTTING WITH THE CS-20.
- 1997** ROLAND'S COLORCMM PRO FAMILY OF WIDE-FORMAT THERMAL TRANSFER PRINTER/CUTTERS ENTERED THE MARKET ALONG WITH THE PIX-3, THE WORLD'S FIRST TOUCH PROBE 3D SCANNER.
- 1998** ROLAND INTRODUCED THE HIFI JET, THE WORLD'S FIRST WIDE-FORMAT INKJET PRINTER TO USE PIGMENT INK.
- 2000** ROLAND INTRODUCED THREE GROUNDBREAKING NEW PRODUCTS. THEY INCLUDED THE WORLD'S FIRST PHOTOIMPACT PRINTER WITH THE MPX-50; THE WORLD'S FIRST EIGHT-COLOR, WIDE-FORMAT INKJET PRINTER WITH VARIABLE DROPLET TECHNOLOGY WITH THE HIFI JET PRO; AND MDX SERIES DESKTOP AND BENCHTOP MILLING MACHINES FOR IN-HOUSE RAPID PROTOTYPING.
- 2001** ROLAND INTRODUCED FIVE INNOVATIVE PRODUCTS. THEY INCLUDED THE SOLJET, THE WORLD'S LOWEST PRICED SOLVENT PRINTER/CUTTER; THE COLORCMM PC-12, THE WORLD'S FIRST ROLL-FED DESKTOP PRINTER/CUTTER; THE LPX-250 LASER SCANNER, THE INDUSTRY'S LOWEST-PRICED LASER SCANNER TO COMBINE PLANE AND ROTARY SCANNING; STATE-OF-THE-ART CX PRO VINYL CUTTERS; AND THE EGX SERIES OF ENGRAVERS, THE MOST COST-EFFECTIVE COMPUTERIZED ENGRAVERS AVAILABLE IN DESKTOP AND BENCHTOP MODELS.
- 2002** ROLAND INTRODUCED THE SOLJET PRO II SERIES, AN ENTIRELY NEW FAMILY OF FIVE HIGH-PERFORMANCE INKJET PRINTERS AND PRINTER/CUTTERS.
- 2003** ROLAND RELEASED THE VERSACMM SP-300, THE INDUSTRY'S LOWEST-PRICED INTEGRATED PRINTER/CUTTER. ALSO IN 2003, ROLAND INTRODUCED Eco-SOL INK – A REVOLUTIONARY MILD SOLVENT INK FOR VERSACMM AND SOLJET INKJETS.
- 2004** ROLAND ENTERED THE GRAND FORMAT PRINTING MARKET WITH THE 104" WIDE SOLJET SJ-1000EX. THE COMPANY ALSO INTRODUCED A NEW 54" VERSACMM, THE SP-540V, FEATURING VersaWorks RIP SOFTWARE. OTHER NEW PRODUCT INTRODUCTIONS INCLUDED THE LPX-1200 REVERSE MODELING SOLUTION, THE MPX-60 PHOTO IMPACT PRINTER, AND THE RX-50 SPIRAL AXIS ENGRAVER.
- 2005** ROLAND INTRODUCED V TECHNOLOGY WITH A NEW LINE OF HIGH-PERFORMANCE SOLJETS FEATURING VersaWorks: THE SC-545EX PRINTER/CUTTER, THE SJ-645EX AND SJ-745EX PRINTERS, AND THE SJ-1045 GRAND FORMAT PRINTER. A NEW 30-INCH VERSACMM FEATURING VersaWorks WAS RELEASED AS WELL. IN ADDITION, THE COMPANY RELEASED THE INDUSTRY'S FIRST WHITE ECO-SOLVENT INK. ECO-SOL MAX ENTERED THE MARKET AS WELL, REPRESENTING A SIGNIFICANT STEP FORWARD IN ECO-SOLVENT INK TECHNOLOGY. 2005 ALSO MARKED THE INTRODUCTION OF THE MDX-40 LOW-COST SUBTRACTIVE RAPID PROTOTYPING SYSTEM, THE JWX-10 JEWELRY MODEL MAKER, AND THE CAMM-1 SERVO GX-24, THE COMPANY'S FASTEST AND MOST PRECISE DESKTOP VINYL CUTTER TO DATE.

CELEBRATING
25 YEARS
of VISION



SOLJET PRO II EX



PIX-4



HIFI JET PRO



PNC-3200

CAMM-1 PRO



U.S.-BASED ROLAND DGA CORPORATION EXPANDS ITS EAST COAST OPERATIONS

IRVINE, CALIFORNIA – In response to record sales growth for its line of wide-format inkjet printers and integrated printer/cutters, Roland DGA Corp. has strengthened its East Coast operations with a new product demonstration and training facility located in North Kingstown, Rhode Island, and a new supplies and accessories distribution center located near the Federal Express headquarters in Memphis, Tennessee.

"We are very pleased to offer our customers the benefits of an expanded East Coast presence, which will provide this important region with added sales, training and distribution support," said Bob Curtis, president and CEO for Roland DGA Corp. "This expansion of our operations reflects our commitment to providing Roland resellers and customers nationwide with better access to our acclaimed sales support and product training programs. It will also enable us to more efficiently deliver our award-winning media line and other supplies to our East Coast customers."

NEW DEMONSTRATION AND TRAINING FACILITY

The 2,600-square-foot Rhode Island facility features a state-of-the-art product demonstration and training center modeled after the company's Roland University training academy located in Irvine, CA. Since its inception in 1999, Roland University has provided product training to hundreds of professionals nationwide with classes for both customers and resellers. The new training center will initially offer classes to Roland authorized resellers focused on the company's popular VersaCMM and SOLJET inkjets. In the future, the center will expand its course offering to include end-user workshops as well. For the latest information on Roland University workshops nationwide, visit www.rolanddga.com/training.

NEW DISTRIBUTION CENTER

Through an agreement with Federal Express Logistics Services, Roland has established a new Memphis, Tennessee distribution center for its line of inkjet media, inks and supplies. This new distribution center will dramatically improve product delivery times and reduce costs to Roland customers across the eastern United States.

The Roland supplies and accessories line includes more than 50 media products that have been strategically selected, profiled and certified for performance with the company's inkjet line. Widely recognized for their performance and durability, Roland inks include the company's new ECO-SOL MAX ink featured in all VersaCMM and SOLJET inkjets.



Roland DG UK Opens **NEW** Headquarters in Bristol

BRISTOL, UK – The sun was shining and the jazz band played on throughout the afternoon recently as Roland DG (UK) Limited officially opened its new headquarters in Bristol.

Over 100 customers, VIP members of the press and employees mingled together at a reception to celebrate Roland DG UK's unprecedented success since it became an operating company in its own right in 2003.

The HQ was officially opened by Roland DG President Masahiro Tomioka, who flew in from Japan for the event and who also gave a short presentation about the company and its recent innovations.

Guests were treated to a four-course luncheon and were entertained throughout with live music and a magician who visited tables in between courses.

Divisional Managing Director Jerry Davies of Roland DG UK said, "This has been an absolutely fabulous day for the Roland DG team. It is a milestone in our history. With offices in Crewe, Slough, Dublin and now Bristol, Roland DG UK now has a showroom, demo center and training facilities within an hour's drive for 80 percent of its prospective and existing UK client base.

"This is a great new HQ which we didn't think we'd need so quickly. But we have expanded beyond expectation and the momentum shows no sign of abating. We now have a team of 29 staff members, 14 of which were recruited in 2005.

"When we became an independent operating company in 2003, we announced that our mission was to be the best in terms of products, service and support. We are considered to be the supplier of choice by many across the sign making, display, engraving and 3D industries. We are deeply committed to our abiding principle of putting the customer first, and market response has shown that we are on the right track and that we have delivered.

"I am immensely proud of my team and what it has done. We will continue to fly the Roland flag passionately, launching even more quality-driven and appropriate products that make our customers a very healthy profit."

After lunch, guests were taken on a guided tour of the HQ and encouraged to spend time with Roland's latest products in the new showroom facility. To commemorate the event, each guest was presented with an engraved coin, produced on one of Roland DG's own engraving machines that showed in relief and detail the new HQ plus the date of the inauguration.



Guests enjoyed the reception following the new UK office opening ceremony.



From left to right: Mr. Masahiro Tomioka, president Roland DG, Jerry Davies, Divisional Managing Director, Roland DG UK, John Booth, President, Roland DG UK and Councillor Shopland, Clevedon Town Council representative.