

ROLAND SOLJET PRINTER/CUTTER MAKES MOVIE MAGIC FOR MIAMI VICE

When Martin Charles went on location to create the on-screen graphics for "MIAMI VICE," his Roland went with him...producing everything from boat graphics, graffiti covered walls and billboards to contour-cut beer labels. "In Hollywood, it's always 'I needed it yesterday,'" says Martin. "If there was a one-and-only/must-have printer for a designer, the Roland SOLJET printer/cutter is it."

An R-World Exclusive by Martin T. Charles, SagaBoy Productions, for Miami Vice Productions

SANTA MONICA, CA – After 12 years of living in New York where I acquired a BA in communication design from Pratt Institute, I moved to Los Angeles in 1990 where I began my film career as a graphic designer in Hollywood. It was the perfect move because the inception of digital graphic design in film had just started, and I was there to begin the journey. To date I have done over 40 films, and graphic design has moved to the forefront of film making. I now bridge the gap between the old school of film making and the computerized generation.

To me, I have the best job in Hollywood because I have a great passion for my work, and I am always searching for new ways to communicate visual graphic design. The research and imagination that goes into a film is hinged, I believe, on the visual communication of the past and present – and also the future as in "AI" and "MINORITY REPORT," two of my recent films.



This past year, I had the opportunity to work on the "MIAMI VICE" movie as the film's graphic designer. Graphic design is ultra important to Michael Mann, the film's producer/director. The challenges of replicating today's visual communications are greater than ever before. And this film presented unique challenges because of the breadth of graphics required – including vehicle graphics, tiles, floor graphics, wallpaper, illuminated signs and billboards. These and other items all needed to be produced and applied almost immediately, under extremely tight deadlines. So I needed a printer to assist me with that challenge.



(above) Shot on location in Miami, the go-fast boats featured graphics printed on a Roland SOLJET Printer/Cutter using ECO-SOL MAX ink and Roland's Premium Cast Vinyl media. (left) Designer Martin Charles with his SOLJET.

If there was a "one-and-only/must-have" printer for a designer, the Roland SOLJET 54" printer/cutter is that printer. It is far superior to the competition in its ability to print beautiful images on almost any material quickly, and the cutting technology is unmatched.



The types of signage I produced for "MIAMI VICE" ranged from simple police car vinyl to wallpaper, winner's circle banners and restaurant café signs. The most unusual graphic I produced was not really a graphic, but a near identical match to an exotic wood veneer. We needed a precision match because we were replacing a panel in a very expensive condo set. The largest application was a 15-foot giant mural for the set.

In terms of media, the adhesive-backed vinyl products are among my favorites, in particular a matte adhesive-backed vinyl I learned about from Roland.

Perhaps the most important thing for me is the stability of the printed image on the media. ECO-SOL MAX inks provided that stability, creating images that did not need any special treatment such as lamination or sealant. In addition, I have found Roland VersaWorks™ to be very intuitive and user-friendly.

These and other features make the SOLJET the ultimate high-performance production printer. Roland SOLJET technology delivered the exceptional quality graphics required by some of the most prominent film makers in Hollywood, and working with it greatly enhanced the film making experience for me.

In summary, the Roland SOLJET is right at home in the fast-pace world of film-making. I look forward to my next project.

AKS CHOOSES ROLAND FOR "WOW" FACTOR

DELHI, INDIA – It was a meeting between Apsom Infotex Ltd. (Northern Indian Distributor) & Barista Coffee Company Ltd. that led to the formation of Aks Digital Solutions Pvt. Ltd., which means "the mirror image" when translated. After a long discussion, vertical integration seemed the natural course to take and in July 2003 the Delhi-based company was established as a print solution provider for the Barista Coffee Company chain. Going forward, Aks has been responsible for creating the coffee company's menu boards and other in-shop branding materials, servicing all stores across India.

Aks is comprised of an efficient and dedicated team focused on a common goal: to create outstanding display materials and provide other services required by customers with stringent quality control measures – all under very tight deadlines. This business philosophy is the cornerstone to the company's success and continues to make Aks the partner of choice for many leading brands and companies who have since come



to expect optimum quality, short lead times and the best prices from Aks.

To meet critical deadlines and maintain the highest quality standards, Aks started out with a Roland Hi-Fi JET FJ-600 8-color inkjet printer and soon added two Roland SJ-740s. The company recently added a Roland SJ-745EX

equipped with durable ECO-SOL MAX inks. According to Mr. Anadi, Director for Aks, the company has continued to invest in Roland inkjets because of their unequalled performance and reliability – and also because of what he calls the "WOW" factor of Roland graphics.

Anadi cites four criteria for selecting his printing devices: quality, reliability, speed and environmental issues. In all areas, the Roland SOLJET PRO II surpassed the competition. Other considerations included new increasing demands to service the market with higher quality at more aggressive price points well below those of traditional water-based inkjet prints.

Today the majority of solvent printing work is done on eco-solvent printers, a trend Anadi expects to continue due to the emerging boom in the property industry. Many large shopping malls and retail showrooms are

requiring fast production of signage to advertise time-specific promotions and services. For Anadi and his business, new ECO-SOL MAX inks provide the superb quality he needs to meet increased quality demands. They also deliver the scratch resistance required to keep down the costs as lamination is no longer required to preserve many graphics.

Today Aks is stronger than ever, servicing a long list of customers in addition to Barista Coffee including New Holland Tractors (Ford Tractors India), Michelin Apollo Tyres Pvt. Ltd. (JV of Michelin France), Lintas (design agency), Bates India Pvt. Ltd. (design agency), Danfoss Industries Pvt. Ltd., Debonairs Pizza (restaurant chain), Dominoes Pizza (restaurant chain), Field Fresh Foods Pvt. Ltd., Gourmet Pizza (restaurant chain), Greenply Industries Ltd., IIT, IMT, Keventers Agro Ltd., Rediffusion – Dentsu Young, and a few large printers servicing customers including Indian Oil, Airtel, Hutch, SONY and others.

"This is an exciting time for Aks," Anadi said. "The Roland SOLJET has played an important role in our growth and success and we look forward to adding new customers – and Roland inkjets – to our business in the future."

SOLJET PERFORMANCE DRIVES GRAPHICS PRODUCTION FOR TEAM ALSTARE

ALLEUR, BELGIUM – Francis and Patricia Batta first discovered the racing world in 1982 when they started managing the hospitality unit for legendary American rider Kevin Schwantz. They loved the experience and went on to work with several other teams.

After a brief escapade in the world of powerboats in the early 90s, Francis Batta's career took a decisive turn when he became general manager of the World Superbike series, one of the world's most exciting and spectacular motor sports. This adventure reinforced the couple's desire to create their own team and in 1992 Alstare Racing was born.

Today, Team Alstare Suzuki Corona Extra's headquarters are in Alleur, Belgium, not far from the city of Liège. In a revamped marmalade factory where technical expertise meets pure excitement and world-class entertainment, the Alstare team builds and prepares Suzuki race bikes with one sole objective in mind: victory at all costs. This fabulous adventure culminated last year with Australian rider Troy Corser's World Championship title.



If Team Alstare Suzuki Corona Extra's philosophy could be summed up in one word, it would have to be "faster" – a philosophy that must be applied in all places, in all cases and most of all, in all races. Twelve times a year, on three continents and in front of huge, wild crowds, the blue and yellow arrows of Team Alstare Suzuki Corona Extra can be seen reaching physics-defying speeds. The mastermind behind one of the most beautiful bikes in the Superbike paddock is Werner Speckaert, Team Alstare's graphics manager.

Until 2002, Team Alstare subcontracted most of its sticker manufacturing. Had it not been for Roland's cutting-edge technology, this situation may have continued for years. Confident that it would bring him and his colleagues the kind of productivity and efficiency he needed, Speckaert opted for the Roland SOLJET SC-540 54" printer/cutter.

Today, the trend has reversed and Team Alstare handles more than 80 percent of its sticker production. According to Speckaert, "The purchase of the Roland SC-540 saved us a lot of time and made life a lot easier for me and my production team. I knew Roland was a household name for performance and efficiency, and the brand has lived up to its reputation. I've never used a machine that is so user-friendly and comfortable. We need to print fast with high-quality results, and that's exactly what the SOLJET does. For all of our work, we use Roland's own RIP software and color profiles because we simply haven't found a software package that delivers such an outstanding level of quality."

During the 2005 season, more than 3,000 meters of stickers were printed with the SC-540 at Team Alstare's headquarters. As the end of the first half of the 2006 season approaches, Speckaert's team has already produced an equivalent quantity. "We're very happy with the Roland SC-540," he said. "Roland has the technology to meet our needs with the kind of performance, safety and durability we require."



AdvancedJET Fuels Fast-Paced Sign Shop

EASTERN JAPAN – Sign Artec Co., Ltd. is making spectacular advances as a frontrunner in the large-format sign business. In addition to providing large format inkjet printing services, Sign Artec specializes in screen printing and stenciling. To round out its "one-stop" service offering, Sign Artec offers large-scale sewing and welding capabilities as well. Sign Artec manages a wide variety of projects for customers all over Japan, with many orders placed over the Internet.



(above) AJ-1000 operators supervise the printing and finishing processes.

"We were looking for a fast grand-format inkjet printer with clear, crisp output," said Kenjiro Yamaguchi, Sign Artec president. "The AJ-1000 delivered exactly what we needed. For example, we had previously produced a 100-inch print at around 10m²/h (107.64 sqft./hr.). With the AJ-1000,

we can print at speeds of up to 30m²/h (322.92 sqft./hr.) or faster. The AJ-1000 is simply three times as fast as our previous printer for both outdoor signs and posters that will be viewed close up. We have even produced grand-format banners at 45m²/h (484 sqft./hr.) for certain applications."



Sign Artec President Kenjiro Yamaguchi with his AJ-1000.

Yamaguchi continued, "The AJ-1000's sturdy frame ensures precise media feeding and alignment for high quality output. In the past, we had problems with slippage during long production runs, but that's not an issue with the AJ-1000. We can leave it running overnight to complete a 100m² job; the next morning, a quality print is ready for immediate shipment."

He added, "Eco-Xtreme ink dries quickly, even in high density modes for prints that don't stick to the media when collected by the take-up roller. In addition, the AJ-1000 can easily print multiple copies of small indoor signs in a single operation."

"The AJ-1000 is a true industrial printing machine," Yamaguchi said. "Its overall productivity is phenomenal. And you can install it with a low initial investment. We are extremely satisfied with its performance and value."

Sign Artec Co., Ltd. was established in 1992. Led by President Kenjiro Yamaguchi, the company currently has 20 employees. Sign Artec's business is primarily in grand-format inkjet printing, screen printing, stencil printing, sewing and welding for many national clients, including large advertising agencies, printing companies and photo labs. Sign Artec continues to develop a wide range of products to meet the expanding requirements of its client base. The company's services have recently expanded with the addition of building wraps, an emerging application that is gaining in popularity. For more information, visit the company's Web site at www.signartec.co.jp (Japanese only).

(below) Local signage produced on the AdvancedJET AJ-1000.



CHEVRON CONVENIENCE STORE COMMANDS ATTENTION WITH 800 SQUARE FEET OF SUBLIMATED TILES.

NEWPORT BEACH, CA – A Chevron convenience store located on Pacific Coast Highway in Newport Beach, CA, U.S., recently cast away its ordinary image for an artistic new look. The walls in the gas station/mini mart are now covered with 800 square feet of colorful sublimated tiles depicting a lagoon, a mountain sunrise and the Pacific Ocean located just a few short blocks away. Chevron selected these natural landscape graphics to create a comfortable atmosphere loaded with visual interest for customers seeking a quick purchase.



The concept encourages customers to linger and check out the huge selection of hot dogs, sodas, beef sticks, candy, coffee drinks and much more. The trick, of course, was turning this big idea into reality.

While sublimation printing yields vibrant color and great durability, the technology is tough to master. Let's face it; heating up inks until they transform into a gaseous vapor and permeate an object's surface is not the easiest way to simulate colors. Yet, Chevron wanted its corporate red and blue accurately portrayed in the graphics.

The owners of this Chevron wisely turned this project over to one of the premiere sublimation shops in the business. Based in Santa Ana, CA, DAMCO has spent over 10 years developing new techniques for achieving extraordinary photorealistic results on a myriad of unique wide format sublimated materials. The innovative shop has sublimated graphics into everything from fine art reproductions to snowboards.

In addition to owning two Roland wide format inkjets and having color experts on staff, the shop actually designs and manufactures its own heat presses. Owner Craig Oakland used all of these advantages to produce some of the most brilliant and revolutionary sublimation graphics ever seen in a convenience store.

DESIGN

The store's interior designer developed the basic concept from an eight-by-10-inch book with pictures

depicting a wide variety of natural graphical elements. She had a simple, three-step request for DAMCO: to use the images in the book, to blend in Chevron red and blue, and to produce graphics big enough to cover the inside of the Newport Beach gas station.

After examining the book, Oakland developed three designs using pictures of the lagoon, the mountain sunrise and the Pacific Ocean. "We scanned the pictures on my desktop and then enlarged the graphics using Roland VersaWorks for the long lagoon image and Ergosoft for the other two," said Oakland. "Then we finished the design using Photoshop."

Oakland worked closely with representatives from Chevron to make sure the corporate colors were just right. Chevron's interior designer stressed the importance of avoiding any look that resembled its competitors.

PRINT

DAMCO printed the lagoon graphic with the Roland VersaCMM SP-300V 30" printer/cutter and printed the mountain sunrise and the Pacific Ocean images with the Roland SOLJET SJ-740 74" printer. All three were printed on Roland heat transfer paper with Sawgrass sublimation inks.

"Our Roland printers gave us the size we needed to print all three graphics," said Oakland. "They also played a key role in giving us quality results with those all-important colors."

The SOLJET uses variable droplet inkjet technology to precisely control droplet placement in both print head travel and paper feed directions. This advanced technology enabled DAMCO to produce reliable, precision transfers with brilliant color.

TRANSFER AND INSTALL

Oakland has over 13 years of manufacturing experience in the composites industry, where hot presses are the name of the game. He uses this experience to design and build all of his own transfer equipment. "Our custom presses let us change many of the variables during the sublimation process," he said. "We can transfer images into substrates never before thought possible. And the colors come out looking perfect!"

Thanks to this proprietary technology, DAMCO has practically become the photo lab of the sublimation industry. The 10-year-old sublimation shop actually has chip charts for different materials that the staff uses to check colors. According to Oakland, this is critical, as corporate customers like Pepsi and Coors often demand spot colors as well as process colors.

For the Chevron graphics, Oakland decided to use glass tiles. This technique gives the tiles tremendous durability, as the graphics are transferred on the back side and viewed through the front. It also protects the image from fading due to sunlight exposure, greasy fingers, hot steam, and just about anything else.

Oakland lined the tiles up in one of his six-by-eight-foot heat presses and sublimated up to 30 at a time. The graphics turned out perfectly, with consistently brilliant colors that fit in perfectly with Chevron's corporate identity. "Most people trying to sublimate graphics have very limited knowledge of the equipment side of the industry, much less printer technology, color correction management and ICC profiles," said Oakland. "We bring it all together."

After they sublimated all of the tiles, the DAMCO staff prepped the walls, making them flat and smooth. Then, they manually applied the graphics one tile at a time. The entire job, from design to installation, took less than two weeks. Chevron is so happy with the new look, it is considering adding similar graphics to other gas stations to create a cohesive feel from store to store.

For more information about DAMCO, please visit the Web site at <http://www.durabilitycounts.com/>.

ROLAND VERSACAMM GEARS UP TO PRODUCE CUSTOMIZED IPOD SKINS

SINGAPORE – At the offices of Singapore-based AppleCentre@Orchard, Roland's VersaCMM SP-300V is grooving along, employed in an innovative new application: the production of custom iPod skins.



The idea is the brainchild of Johnson Goh, director of AppleCentre@Orchard. In his quest to customize iPod skins and protective covers to reflect the creativity and individuality of their owners, he searched the Internet for a single device to easily print and cut custom iPod stickers. The VersaCMM proved the perfect candidate for the job.

To learn more about the SP-300V and its unique printing and contour cutting capabilities, Johnson contacted AVS Technologies, a Singaporean distributor. After a thorough explanation and demo by AVS, Johnson was certain that the SP-300V was perfect for this application. To assist in the evaluation, AVS had

tested various materials to identify the best sticker media and laminator for Johnson.

Johnson decided to purchase the SP-300V based on both its technical capabilities and the fact that the SP-300V is a simple, straightforward, user-friendly machine. Johnson was also confident that AVS's reliable technical support would provide any after-purchase assistance he required.

Fully equipped for his new business opportunity with the SP-300V, Paclin R22 Applikator laminator, recommended sticker material and laminating film, AppleCentre@Orchard officially launched its customized iPod skin service on Valentine's Day. The new business immediately received a resounding response from couples who decided to customize their iPods as special gifts for their loved ones. The business took off, with photos of pets and loved ones soon emerging as the most popular iPod graphics.

In addition to iPod stickers, Johnson also relies on the SP-300V to produce in-house marketing collateral and promotional posters – items that he can create

almost instantaneously. This added versatility has proven to be very advantageous, giving him the flexibility to respond immediately to changes or updates when he receives last-minute information on certain promotions.



Looking ahead, Johnson is optimistic about the huge market potential for his VersaCMM business. And so far, he is more than satisfied with the performance of his SP-300V.



"Whatever technical support I have received so far has been great, though the machine does not really need much support or servicing," quips a satisfied Johnson.

VERSACAMM GRAPHICS TRANSFORM NOTEBOOK COMPUTER COMPANY INTO INDUSTRY LEADER



SERIPALMA RELIES ON THE VERSACAMM TO CREATE CUSTOM HEAT TRANSFERS FOR SPANISH FOOTBALL LEAGUE SHIRTS

PALMA DE MALLORCA, SPAIN – Seripalma, a commercial printer specializing in screen printing, advertising, sign making and pad printing on virtually any type of media, recently reached an agreement with Real Club Deportivo Mallorca to print the official team shirts for the Spanish football league.

The agreement is a prestigious contract for the firm, and clearly distinguishes Seripalma from its competitors in the local marketplace. To fulfill the requirements of this contract, Seripalma relies on Roland's 30" VersaCAMM, which is used to digitally print and cut custom heat transfers for application on the Real Club Deportivo Mallorca shirts.

Seripalma selected the Roland VersaCAMM because of its speed and ease of use, the excellent quality of ECO-SOL MAX inks and, most importantly, the reliability of the Roland brand.

In addition to customizing the team uniforms, the VersaCAMM is used to produce signage and other graphics for local businesses.

According to Luis Thomas, manager of Seripalma, "With the VersaCAMM, Seripalma

can profitably produce just about any item due largely to the inkjet's remarkable versatility. In addition, it is easy to scale projects and keep costs down."

Featuring vibrant, durable ECO-SOL MAX inks, the VersaCAMM prints indoor and outdoor graphics on coated and uncoated media without requiring ventilation.

"Another advantage of the VersaCAMM is that ECO-SOL MAX inks are virtually odorless," Thomas said. "Accordingly, we have not had to modify our facilities to accommodate the printer."

The VersaCAMM precision cuts printed graphics automatically without any need to reload or reposition media, and it also performs as a stand-alone vinyl cutter. This integrated print&cut technology – in just one device – creates a very efficient workflow, significantly reducing production time and simplifying the overall production process.

In addition, ECO-SOL MAX inks bond well to a wide variety of coated and uncoated media for graphics that are water, scratch and UV resistant up to 3 years outdoors. The VersaCAMM delivers print resolutions of up to 1440 dpi using highly precise variable droplet technology. Both 30" and 54" models are available.

Thomas added, "The initial purchase price of the VersaCAMM is relatively low, which has allowed us to enjoy a rapid return on our investment. Overall, the VersaCAMM has proven to be a great profit center for us."



BANGKOK, THAILAND – In 2001, SVOA kicked off its own PC brand in the Thai computer market. Supported by only \$125,000 in corporate investments, the SVOA brand surprised the Thai IT industry in 2005 by generating sales revenue of \$40 million and capturing the #1 market share ranking.

The secret to SVOA's success has been its commitment to teamwork, to excellent service and to providing its customers with something unique – a little fashion sense.

The company's rapid rise accelerated in 2004 when the SVOA brand PC started to expand into Thailand's notebook computer market. At the time, this market was almost 100% dominated by global brands including Acer, DELL, HP/Compaq, Toshiba, Sony, IBM-Lenovo and others.

In the second quarter of 2005, whitebox or local brand PC makers like SVOA shipped only 560,000 notebooks worldwide vs. 4.5 million name-brand notebooks shipped during the same period. Whitebox builders realized only 9 percent growth, compared with 27.5 percent growth in sales for tier-one OEMs (global name brands).

One reason for this disparity is that notebook computers are not yet commoditized, and customers still prefer name brands. Another reason is that the global brands have struck back at local brands with price-cutting tactics designed to undermine the local brand price advantage.

From the beginning, SVOA established a different battle plan. Instead of just focusing on technology, SVOA adopted a unique strategy based on the idea that the notebook computer is a fashionable, trendy electronic gadget – like a mobile phone or handbag. The company explored this concept with many OEM partners without much success. While many liked the concept, most were not interested in backing it financially and assuming the risk for smaller quantities of PCs. For these OEMs, the process of designing a new PC casing can exceed 3 months - and the minimum order is typically in the range of 10,000 PCs.

Instead of abandoning the idea, SVOA began searching for an in-house solution. The answer came in the form of the Roland VersaCAMM. After all, if people can wrap an airplane, mono rail or an expensive car with the Roland Print&Cut solution, why not notebook PCs?

It wasn't long before the SVOA "DRESS IT YOURSELF (D.I.Y.)" notebook concept was introduced – PCs that are customized with graphics created by the company's 54" VersaCAMM SP-540V printer/cutter.

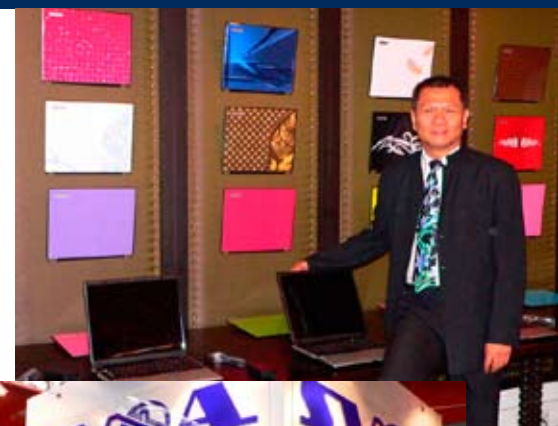
Based on Roland's print/cut technology, the SP-540V has since delivered a solution that has made the SVOA house brand notebook a household name across Thailand. Using VersaCAMM graphics, SVOA has turned its notebook computers into fashionable, trendy electronic gadgets which stand out from the global brands on the market today. Combining this D.I.Y. concept with SVOA's ability to quickly bring new technology to market, the company believes it is well positioned to compete against multinational competitors in Thailand.

Since the introduction of D.I.Y. in the beginning of 2006, SVOA notebook computer sales have grown by more than 500%. It is estimated that, based on this growth rate, SVOA brand notebook computers will move from 0.2% market share per year to 6% market share. Its notebook computer market share ranking will move up to the number 5 or 6 position by the end of 2006 as well. It appears that the D.I.Y. concept is exactly what the notebook computer consumer wants, and SVOA plans to take its unique concept to corporate and government users as well.

Going forward, the SVOA plan is to have D.I.Y. work like the fashion industry, featuring new designs for every season. For example, the initial Summer Collection 2006 debuted with 10 graphic designs, and there is a FIFA World Cup 2006 Special Edition as well. This winter, SVOA will unleash a whole new design collection.

The D.I.Y. notebook computer concept offers other advantages to the consumer. First, a D.I.Y. notebook computer becomes waterproof, dustproof and effectively more scratch resistant. Second, it enables users to eliminate finger prints, oil stains and dust easily. Third, D.I.Y. allows users to choose and change the design of their notebook whenever they wish. New wraps can be applied in 10 minutes at any local SVOA authorized dealer. For the consumer, it's like getting a whole new notebook computer with each new wrap.

In May 2006, SVOA landed its largest notebook computer sale to date. A Thai university ordered 5,000 units, with an additional 2,000 projected for the month of June. The D.I.Y. concept was a main selling point. Today, SVOA is promoting this D.I.Y. notebook computer concept aggressively so it can continue to set new standards for notebook computers across Thailand.



SVOA jumped to market leadership in the highly competitive notebook computer category by offering individualized cases wrapped in graphics produced on a Roland VersaCAMM SP-540V printer/cutter.



SVOA uses models to make a fashion statement with their "D.I.Y." personalized notebook computer concept.

ROLAND LAUNCHES MASTERS PROGRAM

Since the beginning, Roland has attracted highly skilled, creative professionals whose graphics are rapidly redefining the industry.

To celebrate our 25th anniversary, we launched the Roland Masters program, recognizing the artistic and technical achievements of outstanding customers. Roland Masters have been selected from a range of industries that reflect our broad market reach. Each Master has extensive experience with Roland's award-winning inkjet printers and integrated printer/cutters and all have selected Roland equipment based on its superior engineering, reliability and performance.

Throughout 2006, these industry visionaries will appear in Roland advertisements, trade magazine articles, on our Web site and at events nationwide. To date, the Roland Masters Program has recognized the following professionals:

Martin Charles, Hollywood Film Graphic Designer, Los Angeles, CA

Jim Conquest, Imagine-It Graphics, Murrieta, CA

Eric Goodwin, Garage Graphics, Orange County, CA



Enrico Del Mar, Modern Image Signworks, San Diego, CA



Matt Richart and **Dallas Fowler**, Digital EFX Wraps, Louisville, KY

Jay Lansburg, Automic Design, Buena Park, CA

Pete LoBrutto, Azure Vehicle Graphics, Austin, TX

TJ Rose, TJ Rose Fine Art & Artistic Giclee Services, Henderson, NV



Kelly Evans, Bribex, Bristol, UK



Johan Moons, JMoons Creations, Belgium

We are enthusiastic about the Roland Masters program and about the opportunity to showcase the exceptional work of these customers. Most of all, we also appreciate the opportunity to serve all our customers and to continue to play a significant role in their success going forward.

BECOMING A ROLAND MASTER
 The Roland Masters Program is open to all Roland customers worldwide. Interested candidates can e-mail examples of their work directly to our U.S. public relations department at **lweller@rolanddga.com**. The U.S. creative team will review all submitted work to determine eligibility.

T.J. Rose - Renowned Artist Turns Giclée Production Into An Artform



HENDERSON, NEVADA, U.S. – For internationally renowned artist T.J. Rose, every giclée that rolls off her 54-inch Roland Hi-Fi JET Pro II FJ-540 is an original in its own right.

“When I create my giclées, it feels like I am painting with the printer,” she said. “It is just another paint brush to me because my Hi-Fi JET gives me that much control over the color.”

For T.J., the Hi-Fi JET is key to both individualizing her work and to achieving high levels of quality. From her studio in Henderson, Nevada, T.J. uses inkjet technology to produce dozens of giclées each year for herself and others – artwork that is showcased in her own gallery as well as in other galleries. She has paintings in both public and private collections around the world. She is best known for using an expansive



spectrum of colors in her work, a style inspired by her father, a talented home and garden designer.

With more than 20 years of professional experience, her body of work includes numerous seascapes, landscapes, florals, abstracts and a new series of exotic flowers. She is best known recently for a piece she produced entitled Freedom's Angel, which was created to honor those involved in the events of September 11, 2001 and the subsequent war on terrorism. This beautiful oil painting depicts an angel holding a rose in front of an American flag. It has been reproduced in inkjet giclées and gifted to hundreds of military, police, fire, and search and rescue personnel in recognition for their service to our country.

A special 22-inch by 28-inch Freedom's Angel canvas giclée, produced on her Roland Hi-Fi JET Pro II, was bestowed to the United States White House.

“I feel the quality of the prints I am getting today is just extraordinary,” she said. “I'm getting colors that are, to me, unbelievable. I get fuchsias, azure blues and true natural greens – colors that people

say you'll never be able to get in a giclée. I prove them wrong.”

T.J. prints her giclées using pigment inks in six colors – Cyan, Magenta, Yellow, Black, Light Cyan and Light Magenta. To individualize her pieces, she color corrects her work in Photoshop and then uses the Roland profiles included in COLORIP for printing. To customize each print, she adjusts the ink output and sets the number of print head passes to a minimum of 16 at the highest quality settings.

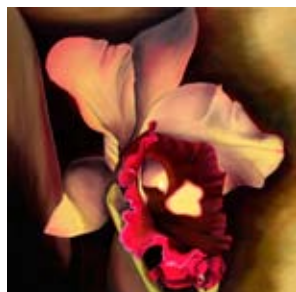
“The Roland RIP is very user friendly and it gives you all the different controls that you need in order to maintain each print,” she said. “The media profiles are my main focus when I use the RIP. I'm not custom profiling because I find the COLORIP profiles sufficient.”

“Also, with the RIP I'm able to individualize my pieces,” she said. “Artistically, I can go into the software and control how much ink is laid down. One may need more ink dropped on to it, and one may not.”

Roland's FJ-540 accepts media widths up to 54 inches – large enough to accommodate T.J.'s 48-inch by 60-inch paintings. She reproduces her artwork on Roland Provence Rag fine art paper and MAC7 matte artist canvas. She says she relies on these two media options because they give the best resemblance to her original paintings.

T.J. is currently expanding her portfolio with a new series of orchid paintings, part of her exotic flowers collection. This series will include more than 30 original works. As with her other works, she plans to create giclées of this series in limited edition using her Roland.

“The FJ-540 is a fantastic piece of equipment and a wonderful tool for continuing the creative process from the original painting to the finished print,” she said.



WORKSHOPS AROUND THE WORLD

ROLAND SCANDINAVIA OPENS ROLAND ACADEMY

COPENHAGEN, DENMARK – Roland Scandinavia is proud to announce that it has opened Roland Academy, a new training facility serving the company's end-users, dealers and partners. Roland Academy has been designed to optimize the training experience with state-of-the-art computers, Adobe and Corel software, and industrial designed desks. Both the DG division and newly formed Roland3D are taking advantage of the new facility for hardware and software training.

Since opening Roland Academy in March, the 3D division has offered at least two training sessions each month focused around the company's 3D products and Rhinoceros 3D CAD software, which is well suited for use with Roland's 3D product line. In addition, Roland Academy has been named an authorized learning center for Rhinoceros. So far, the most popular 3D training sessions include a recent 3-day Rhinoceros training course and a Jewelers course in JWX-10/Casting and Jewel-CAD.



(top) The teacher podium and projector canvas; (middle) Stowable training PCs set up in industrial designed office furniture; (bottom) 3D Jewel-CAD training course in session.

Roland Academy color products courses focus on technology and applications for color management, product training and RIP software. Sales and service seminars as well as

lectures will be offered in the future to dealers and partners to further educate the sales and service channels on DG products.

The inception of Roland Academy marks the first time that Roland Scandinavia has offered training courses directly to end users. The successful launch of this new program is due largely to the RSC dealer channel and reflects Roland Scandinavia's commitment to meeting the needs of its customers with additional services such as training. The new training academy adds value to their Roland products and to their overall experience as a customer of Roland DG.

ROLAND HOLDS ITS FIRST TRAINING COURSE IN PARIS

PARIS, FRANCE – In April, Roland officially opened its new French training center near world-famous Euro Disney in Paris. Modeled after courses taught in Italy's Milan and Acquaviva Picena training centers, the first French workshop followed an interactive format combining Roland-authored instruction with the experiences and insights of course attendees. In addition to focusing on techniques and workflows, the training course covered color theory, RIP software, application software and maintenance.



With models available up to 104" in width, Roland's SOLJET and Advanced JET inkjet printers are well suited for vehicle and fleet wraps.

For more information on the next Roland wRAP Session and other Roland University workshops, visit www.rolanddga.com/training.

U.S.-BASED ROLAND UNIVERSITY INTRODUCES NEW VEHICLE GRAPHICS WORKSHOP

IRVINE, CALIFORNIA – In today's competitive environment, expertise is more important than ever. To help customers develop skills that will lead to increased productivity, U.S.-based Roland DGA Corp. offers Roland University, a state-of-the-art training academy that has served hundreds of professionals since its inception in 1999.



(top photo) Three Scion xBs were wrapped and decorated throughout the Roland wRAP Session course. (below) Instructor Matt Richard of Digital EFX Wraps helps a student wrap a Scion door. (top left) Instructor Jay Lansburg of Automic Design gave an in-depth industry overview. (left) Instructor Eileen Burke of 3M presented recommended Roland media options.



Held in the company's Irvine, California training facility, Roland University offers both end-user and dealer workshops for each of the company's product lines including popular VersaCAMM and SOLJET inkjets. Roland University workshops give attendees in-depth knowledge of Roland equipment, software and supplies. In addition, they teach new workflows and applications to help professionals increase their profits and expand their businesses. Each workshop features hands-on product demonstrations taught by top industry pros.

The newest addition to the Roland University course curriculum is the Roland wRAP Session, a comprehensive training session covering the full spectrum of vehicle graphics applications from window decals to full fleet wraps and more.

Held July 10th – 11th, this first-ever Roland University vehicle graphics workshop focused on how to leverage Roland print/cut and printing technologies to build a successful career in vehicle graphics.

Ideal for vehicle graphics applications, Roland print/cut technology provides a wide range of creative choices for personalizing and incorporating marketing messages onto a vehicle. Full wraps, partial wraps, decals, window film, pinstriping, protective bras and even wheel wraps are quickly and easily produced. Both laminated and unlaminated graphics can be precision contour cut for custom results.

ROLAND UK ESTABLISHES THE ROLAND ACADEMY

WALSALL COLLEGE IN WALSALL, WEST MIDLANDS, UK – Reinforcing its long-term commitment to the sign making, display graphics and engraving industries, Roland DG (UK) Ltd. has announced The Roland Academy, the industry's first UK-based accredited training program.

From left to right: Chris Ball, Principle of Walsall College, James Hobday, Head of Sales, Roland DG (UK) Ltd., Hide Kakiuchi, Managing Director, Roland Japan, and Jerry Davies, Managing Director, Roland DG (UK) Ltd.



(photo on right) Sir Richard Needham, Vice Chairman, Dyson Appliances (photo below) From left to right: James Hobday, Head of Sales, Roland DG (UK) Ltd., Sir Richard Needham, Vice Chairman, Dyson Appliances, and Andrew Evans, Walsall College, Signwork Academy Manager.



Established in association with Walsall College, the Roland Academy marks the next chapter in this dynamic partnership that originated two years ago with the inception of

the Roland DG Suite. The Roland Academy brings together the expertise of both organizations to develop the skills of UK professionals across the sign making and display graphics industries.

In a speech to officially launch Roland Academy, Dyson Appliances Vice Chairman Richard Needham applauded the joint initiative. "This partnership between Roland and Walsall College is bringing together some of the more progressive thinking in industry and education," he said. "As I learned from my time as a minister in Belfast, one of the ways to help people move forward is to train them, train them and then retrain them. Here in Walsall we are now bringing training and industry together to make 'diamonds' in the process. For example, the two students here today, Adam Williams and Gary Burton, have trained as sign makers at Walsall College and since started their own successful sign business. They are a wonderful example of how effective training can be."

Chris Ball, Principal of Walsall College said, "As a vocational training institution, we have a clear need to provide our students with the training that best equips them for their future. Whether they are seeking employment, looking to increase their skill levels, or working to develop their own business, the college is committed to helping students develop leading edge skills that will benefit them in a competitive marketplace."

Courses include: Introduction to digital printing; Intermediate digital printing; Introduction to engraving; Expanding your engraving skills; Metaza owners workshop; Onyx RIP; Wasatch RIP; SignLab; Corel Draw; Adobe Illustrator and Adobe Photoshop. One- and two-day courses are offered, with each course providing companies and their staff with the most up-to-date skills and techniques. Across the industry sector, training is endorsed by leaders including CADlink, GMP and Gretag Macbeth.

Jerry Davies, Managing Director, Roland DG said, "We have been working with Walsall College for some time now developing a dedicated learning environment. The Roland Academy allows us to both develop this training forum and provide, for the first time, a venue for professionals to improve their skills with fully accredited training courses.

"Roland DG is recognized as the supplier of choice for top professionals worldwide. As a company, we continue to lead the way with innovative hardware and software products including high quality digital printers, vinyl cutters and engravers. We remain committed to expanding our technology base and market reach, and to our ongoing pursuit of excellence. The establishment of Roland Academy reflects this philosophy, and we are proud of this significant development."

ROLAND PRODUCT HIGHLIGHTS

NEW ROLAND VINYL CUTTERS FEATURE OPTICAL REGISTRATION SYSTEM AND ENHANCED VERSATILITY

HAMAMATSU, JAPAN – Roland recently introduced the GX Pro series, professional-grade cutters featuring new design software and an optical registration system for cutting pre-printed graphics.

Based on 18 years of CAMM-1 vinyl cutting technology, the new GX-Pro series has been redesigned for optimum versatility and ease of use and is ideal for vehicle graphics, window tinting, signage, stencils, pinstriping and heat transfers for apparel.

The GX Pro series uses a digital servomotor to achieve maximum accuracy and cutting speeds of up to 33 inches per second. The professional-grade cutters have a blade pressure with up to 350 grams of down force and can use several blade types to cut a wide range of material. They also include an optical registration system, making it fast and easy to contour cut full color pre-printed graphics.

GX Pro vinyl cutters include Roland CutStudio, feature-rich design software that allows designers to quickly and easily enlarge, reduce, re-position, rotate and mirror images. BMP, JPG, STX, AI, and EPS file formats are all supported.

The GX Pro series works with all professional sign making software. In addition to a Windows printer driver, Roland bundles plug-ins for Adobe® Illustrator® 9/10/CS/CS2, CorelDRAW® 10/11/12 for Windows, and Adobe® Illustrator® 9/10/CS for Mac. The result is a seamless, user-friendly operating environment.



ROLAND INTRODUCES SOLJET PRO III XC-540 INKJET PRINTER/CUTTER

HAMAMATSU, JAPAN – Roland has introduced the new SOLJET PRO III XC-540, its fastest, most feature-rich wide-format integrated inkjet printer/cutter to date.

Based on award-winning SOLJET print/cut technology, the 54"-wide XC-540 achieves a maximum print resolution of 1440x1440 dpi and seamlessly integrates a new generation of hardware and software for even greater all-around performance. New features include an increased maximum print speed of 441 sqft./hr.

(41m²/h), a more robust ink system designed for both 220 ml and 440 ml cartridges, a new precision firing pattern, an integrated tri-heater system for accelerated drying times, and a built-in media feed and take-up system accepting rolls weighing up to 66 lbs (30kg). The XC-540 also includes VersaWorks



2.0 RIP software, packed with upgrades to optimize Roland inkjet technology. In addition, Roland's new DU-540 optional dryer/blower system expedites the production process for high-speed applications.

Featuring durable ECO-SOL MAX ink in 6 colors (CMYK+LcLm), the XC-540 is ideal for banners, signs, vehicle and fleet graphics, labels, decals, POP displays and more.

Innovative Print/Cut Technology

The XC-540 is based on Roland's innovative print/cut technology, which delivers a seamless workflow 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 XC-540 can be operated unattended. To further streamline the production process, the XC-540 includes Quadralign®, Roland's unique four-point optical registration system, which allows users to remove prints, laminate and simply reload them for precision cutting. Quadralign automatically realigns the cutting path and compensates for skew and distortion.

Roland VersaWorks 2.0 RIP Software

VersaWorks 2.0 RIP software features an efficient graphical user interface for consistent, professional results and includes several new upgrades including a spot color library, and functions for spot color replacement, clipping and auto-nesting. Together these features ensure added convenience, economy and the precision color reproduction required by sign shops, service bureaus and other graphics professionals.

GX PRO Features

- Available in three sizes: 36", 46" and 54"
- Cuts material at up to 33 inches per second for maximum productivity
- Mechanical resolution of 0.0005" guarantees precision results
- Maximum down force of 350 grams for top performance with the thickest materials
- Accepts a broad range of materials
- Optical registration system facilitates accurate contour cutting
- USB and serial connectivity for fast and easy set up
- Roland CutStudio Software included
- Plug-ins for Adobe® Illustrator and CorelDRAW®

ROLAND INTRODUCES 968-SQFT./HR. INDUSTRIAL STRENGTH GRAND FORMAT PRINTER

HAMAMATSU, JAPAN – Roland has announced the release of the 104" AdvancedJET

AJ-1000, an industrial strength, grand format printer and the company's fastest inkjet to date. With a maximum production speed of 968 sqft./hr. (90m²/h) and a precision print mode of 484 sqft./hr. (45m²/h), the AdvancedJET AJ-1000 is ideal for high-volume applications including banners, billboards, outdoor signage and other durable graphics. The AJ-1000 produces brilliant six-color CMYK+LcLm graphics on both coated and uncoated media, offering superior ink bonding, scratch resistance and alcohol resistance for outstanding outdoor durability.

In addition, the AJ-1000 features high-capacity 1 liter ink cartridges for seamless unattended printing, an advanced ink delivery system that allows replacement of cartridges without pausing, and a robust media handling system for rolls weighing up to 220 pounds. An automated intelligent maintenance system keeps print heads performing optimally.

New Eco-Xtreme Ink

The AJ-1000 features new, advanced Eco-Xtreme ink, which delivers outstanding color density, wider gamut and rugged durability. Available in 6 colors (CMYK+LcLm), Eco-Xtreme ink produces vibrant images even in high-speed production modes.

AJ-1000 FEATURES

- 104" industrial inkjet printer for fast, high-volume production printing.
- Prints at up to 968 sqft./hr. (90m²/h) and delivers superior image quality at 484 sqft./hr. (45m²/h)
- Achieves a maximum print resolution of 720x720 dpi.
- Durable new Eco-Xtreme ink produces dense, rich colors in CMYK+LcLm for brilliant outdoor banners and vehicle graphics.
- Heavy-duty take-up system supports rolls weighing up to 220.5 lb (100kg) for a wide variety of media.
- New high-capacity ink delivery system features 1 liter cartridges for unattended printing.
- Auto maintenance system ensures reliable performance and easy, hassle-free operation.
- Roland VersaWorks RIP software provides easy setup and operation.
- Integrated tri-heater and blower print-drying system included.
- Features integrated Ethernet 10Base-T/100Base TX.

SOLJET PRO III XC-540 Features

- Maximum 1440x1440 dpi resolution and Roland's integrated print/cut technology combine for outstanding image quality and precision contour cutting
- Ideal for wide variety of applications including banners, signs, labels, decals, POP displays, vehicle graphics and more
- New VersaWorks 2.0 RIP software features a spot color library, and functions for spot color replacement, clipping and auto-nesting
- Maximum print speed of 441 sqft./hr. (41m²/h) for high-volume production
- New precision firing pattern increases image quality in high-speed print modes
- Integrated tri-heater system quickly dries a wide variety of media for immediate finishing, installation or collection by the take-up roller, even in high-speed printing mode
- An optional heater and blower are available for increased productivity
- A new, faster Standard Print mode prints at 150.7sqft./hr. (14m²/h) for high-quality indoor banners with optimum droplet control and ink density
- Fully-optimized solution features seamless integration of hardware, software and newly upgraded RIP software, plus inks and media profiles
- Industry-leading ECO-SOL MAX ink in 6 colors (CMYK+LcLm) delivers the enhanced scratch resistance, quicker drying time, higher ink density and rugged durability required for outdoor applications
- Included take-up roller supports up to 66 lbs. (30kg) for unattended, high-volume production
- Quadralign optical registration system automatically aligns contour cutting paths for precision results

ROLAND TRADESHOWS AND CONFERENCES

NZSDA CONFERENCE “LOST IN TARADISE” APRIL 5 – 9, 2006

by John Wall, Marketing and Operations Manager of Roland DG Australia and New Zealand

NEW PLYMOUTH, NEW ZEALAND –

As the Marketing and Operations Manager of Roland DG Australia and New Zealand, I jumped at the opportunity to attend the 10th annual NZSDA conference, “Lost in Taradise,” on behalf of the VISA (Visual Impact Suppliers Association) committee. Arriving in Auckland for the very first time, I was greeted in the customs hall by a troop performing the Maori Haka. Instantly, I knew I had landed in New Zealand. This started what proved to be a very exciting and adventure-filled trip.

Traveling from Auckland to New Plymouth took 4 hours by car, a trip I shared with colleagues from the Roland DG New Zealand office. The scenic drive through the countryside is well worth the trip itself. On the way, we took a short side trip to view the Glowworm caves, a unique, isolated landmark a few hours from New Plymouth.

Upon my arrival, I learned that the event was named after nearby Mount Taranaki, a snow capped mountain that can be seen in the distance on a clear day. I also quickly learned from proud locals that the area was the location of the recent Tom Cruise movie, “The Last Samurai.” It seemed to me that one in three locals we met over the next few days had some part in the movie!

Before I left, I had heard about the event’s great networking opportunities and its top-notch Sign and Display Awards. The actual event completely surpassed my expectations.

Both local and visiting suppliers, end-users, dealers and association members attended the event, which was set in a relaxed atmosphere that effectively promoted meeting and networking opportunities. From the initial Mix n’ Mingle registration through a demonstration from a real wood turner (another “Last Samurai” extra) to the organic brewery, Mike’s Mild Ale Brewery (also a local set for “The Last Samurai”), networking opportunities abounded. At the brewery, we sampled some of the local beverages and took part in a team-building event that taught us how to construct a real North American Indian tent.

The bus left the brewery and dropped us off along an ocean escarpment. Along the water, there was an open area where we viewed the beautiful sunset over the horizon and enjoyed evening drinks from the local Walau Estate winery. Dinner and dancing followed at the winery, located a short distance away.

Day two started with very informative business sessions, followed by lunch and several events including golf, pool competitions and an arts & crafts tour of the area. I opted for the pool competition, but dropped out in the first round. So much for holding up the great Australian sporting green & gold!

The conference highlight was the spectacular and highly organized New Zealand Sign & Display Awards gala event. Upon arrival, visitors viewed the gallery of entries and seized the opportunity to cast last minute votes in all categories. Entries were based on 14 categories and included a variety of projects completed between March 1, 2005 and February 28, 2006.

We were then whisked off to the famous Bowl of Brookland, an open airvenue beautifully positioned within the grounds of the Pukekura Park in New Plymouth. The ceremony was hosted by “Mr. New Zealand” personality Bob Parker of the local TV show “This is your life.” The evening started off with a spectacular laser and light show, included a full Scottish bagpipe band to welcome guests, and ended with an amazing fireworks display. Awards were handed out throughout the event in true Hollywood style.

The evening ended with a night of dancing, networking and celebrating another great year for the sign industry.

The conference concluded the following day with an awe-inspiring air show, part sponsored by Roland DG New Zealand Ltd. It featured Vampire Jet “Flypast” and four YAK Aerobatic planes. At an altitude of some 3000 feet, the planes performed a number of rolls, dives and other aerobatic twists and turns in perfect synchronization – a great example of trust and teamwork, ideals that are valued by NZSDA and its members.

Overall, there is only one way to sum up this conference experience: “Where do I sign up for next year’s event?”





ROLAND "WRAPS" DRAW CROWDS AT 60TH ANNUAL INTERNATIONAL SIGN EXPO

ORLANDO, FLORIDA – For 60 years, ISA has been the annual event for sign industry professionals everywhere. And once again Roland took center stage, unveiling its newest innovations for the sign industry including the new AdvancedJET AJ-1000 grand format printer. In addition, Roland captivated attendees with a series of live vehicle wrapping demonstrations that showcased the versatility and precision of Roland print/cut technology.

Held April 5th – 8th at the Orange County Convention Center in Orlando, this year's landmark conference drew thousands of industry professionals from around the world. In addition to the AJ-1000, Roland



featured its award-winning VersaCAMM and SOLJET inkjets as well as precision vinyl cutters, engravers and other innovations from the Advanced Solutions Division.

Throughout the show, booth visitors were treated to live vehicle graphics demonstrations from the experts at Digital EFX Wraps of Louisville, Kentucky. Crowds of spectators looked on as owners Matt Richart and Dallas Fowler created and installed an elaborate series of vehicle decorations on Roland's official

Scion xB – from simple window graphics to intricate print/cut designs and partial wraps.

Roland's private reception, "Welcome to R-World," was held Friday evening, April 7th. More than 300 resellers, strategic partners and members of the press attended this exciting event celebrating Roland's 25th anniversary.

ROLAND TOURS ITALY WITH VISUAL COMMUNICATION SEMINARS

FLORENCE, ITALY – Roland Italy continues to keep a high profile throughout 2006. In addition to showcasing the company's best-selling inkjet line at world-renowned Visual Communication, Roland is playing an important role in three local Visual Communication conferences nationwide.

Hosted by Reed Exhibitions in Florence, Naples and Palermo, the two-day conferences feature an interesting calendar of instructional seminars and exhibits from the industry's leading manufacturers. An estimated 1,000 sign industry professionals and 550 exhibitors are expected to attend, with Roland Italy featured prominently at all three conferences as both an exhibitor and seminar speaker.

ROLAND DG DEMONSTRATES ITS PROWESS AND INDUSTRY LEADERSHIP AT SIGN UK

NEC (NATIONAL EXHIBITION CENTRE) IN BIRMINGHAM, UK – Celebrating the company's silver anniversary, Roland DG (UK) Ltd. dominated this year's Sign UK, showcasing an impressive product portfolio in its largest exhibit ever, featuring an upper deck with a meeting area and bar for VIP guests.

Organized into distinct stations, the exhibit presented the company's latest innovations, products that continue to make Roland the supplier of choice across the sign making, display graphics and engraving industries.

At Sign UK, Roland featured its remarkable wide-format printers including the legendary VersaCAMM series of printer/cutters and the powerful PRO II inkjets. Highlights also included two new worldwide launches: the grand-format AdvancedJET AJ-1000 and the new SOLJET PRO III XC-540 inkjet printer/cutter.

Roland's AJ-1000

Roland's latest grand format machine, the AdvancedJET AJ-1000 is the company's widest and fastest system to date. Seamlessly combining the easy operation of a large format printer with the high-volume capabilities of a grand format printer, the AJ-1000 is 104" wide and has a precision print speed of 45 sq.m/hr (484 sqft./hr).

Each AJ-1000 printer comes with VersaWorks, Roland's powerful, easy-to-use professional RIP software. These features, combined with the fast-drying properties and dense, rich colors of new Eco-Xtreme ink, make the AJ-1000 ideal for outdoor banner production and other high-volume applications.

To further increase productivity, the AJ-1000 features an easy-to-use automatic maintenance system that eliminates the need for wiper cleaning and other manual maintenance procedures that can interrupt daily production.



PRO III XC-540

The new SOLJET PRO III XC-540 is Roland's most advanced inkjet yet, honed and optimized for precision printing and cutting of labels, stickers and signs.

The new PRO III can be operated in three configurations: as a printer/cutter, stand-alone printer, and vinyl cutter.

Utilizing Roland's ECO-SOL MAX inks, this 54-inch wide, piezo-based inkjet system is a six-color machine offering a maximum resolution of 1440dpi.

Stand-out features include precision, robust engineering for unsurpassed productivity at up to 40 sq.m/hr (430.56 sqft/hr) in maximum speed print mode and 16 sq.m/hr (172 sqft/hr) in superior quality mode.

Other Featured Products

Throughout the show, Roland's groundbreaking 3D systems caused a sensation in their own right. This unique product line includes award-winning engravers, milling machines and 3D scanners.

The fabulous new Metaza MPX-70 was a show stealer as well. This photo impact printer, designed for use with metal and hard plastics, is a third generation, compact powerhouse that offers twice the image resolution and three times the speed of its MPX-60 predecessor.

Roland/Walsall College Partnership

Roland's celebrated partnership with Walsall College also made show news with the latest joint announcement introducing the new Roland Academy. Roland Academy will offer the first industry accredited courses for the sign making and display graphics industries.

Jerry Davies, Managing Director, Roland DG said, "Sign UK is always a major event for us, but this year exceeded all expectations, partly because of our silver anniversary. The exhibit was constantly packed with visitors, and the sales and leads we generated have surpassed all previous records.

"With our booth design – our most ambitious yet – we effectively communicated the message that Roland DG is a significant and established player across the sign, display graphics and 3D markets.

"All our staff members were on hand to assist visitors, and this combined with the announcement of Roland Academy, an industry accredited skills training program in association with Walsall College, demonstrated our serious long term commitment to the industries we serve. Four years ago we made the announcement at Sign UK that we had every intention of becoming the best, and we have remained dedicated to making that happen.

"We have a strong commitment at Roland DG UK to serve our customers well, and to continue to strengthen this service orientation going forward. Our growth reflects the fact that we have 'got it right,' and that we will continue to do so."

ON TOUR

Roland

AUGUST

1 - 3
8 - 9
11 - 12
16 - 17
16 - 18
19 - 21
20 - 22
24 - 25
28 - 9/3
30
31
31 - 9/2

Inkjet Dealer Training
VersaCMM Enduser Training
Open House
Technical Service Training
Sign Africa
Jewelex
Jewelry Show
NBM Baltimore
FACIM
Dealer Event
World Press Day
Sign & Display Show 2006

Irvine, California, US
Irvine, California, US
Willich, Germany
Willich, Germany
Johannesburg, South Africa
Johannesburg, South Africa
Sydney, Australia
Baltimore, Maryland, US
Maputo, Mozambique
Westerlo, Belgium
Hamamatsu, Japan
Tokyo Big Sight, Japan

SEPTEMBER

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26 - 10/1
28 - 29
29 - 30
29 - 10/1
29 - 10/1
30 - 10/1

International Jewelry Show
The 62nd Tokyo International Gift Show
Italian Dealers Meeting
Open House Perugia
Skiltefagmessen (Print)
Jewellery (3D)
VersaCMM Users Training
French Press Day
Roland Open House
Visual Impact
Open House Rome
Iberjaya Jeweller Show
French Dealers Meeting
Open House Modena
Open House Bari
Open House Cagliari
VersaCMM Users Training
VersaCMM Users Training
Visual Communications Europe 2006
Open House Bologna
Orocapital-Gold & Jewelry Exhibition
Jeweller Trade Fair Cordoba
Rhinoceros Dealer Training
Roland Open House
Sign Slovakia
SGIA Show
Photokina 2006 (Color)
VersaCMM Users Training
Open House Verona
SMAC 56° Show Shoe Factory Machines
Open House Bari
Foilink

London, UK
Tokyo Big Sight, Japan
Acquaviva Picena, Italy
Perugia, Italy
Odense, Denmark
Moscow, Russia
Acquaviva Picena, Italy
Paris, Italy
Windhoek, Namibia
Sydney, Australia
Rome, Italy
Madrid, Spain
Paris, France
Modena, Italy
Bari, Italy
Cagliari, Italy
Acquaviva Picena, Italy
Acquaviva Picena, Italy
Paris, France
Bologna, Italy
Rome, Italy
Cordoba, Spain
Acquaviva Picena, Italy
Port Louise, Mauritius
Bratislava, Slovakia
Las Vegas, Nevada, US
Koln, Germany
Acquaviva Picena, Italy
Verona, Italy
Ancona, Italy
Bari, Italy
Worcester, UK

OCTOBER

2 - 3
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26 - 28
27 - 28
27 - 28

VersaCMM Users Training
Open House
Open House
BIMU Machine Tools
Open House Brescia
SIGN Spain
NZ Jewellery Show
Invex
9th Design Engineering and Manufacturing Solutions Expo/Conference
Viscom Spain
Technical Service Training
Graph Expo
Automate
Airtex Frankfurt 2006 (3D/Color)
Pro Sign 2006 Frankfurt (3D/Color)
Cape Jewellery Fair
NBM Charlotte
Open House Bologna
Open House Pesaro

Paris, France
Vienna, Austria
Linz, Germany
Milan, Italy
Brescia, Italy
Madrid, Spain
Kansai Osaka, Japan
Madrid, Spain
Willich, Germany
US
Melbourne, Australia
Frankfurt, Germany
Frankfurt, Germany
Cape Town, South Africa
Charlotte, North Carolina, US
Bologna, Italy
Pesaro, Italy

NOVEMBER

1 - 3
5 - 10
6 - 8
7 - 12
9 - 11
23 - 26
29 - 12/2

Digi Sign 2006
Reklama (Print/3D)
Inkjet Dealer Training
Simo Show
Visual Communication Italy
Mactech 2006
Euromold Frankfurt (3D)

Cairo, Egypt
Moscow, Russia
Irvine, California, US
Madrid, Spain
Milan, Italy
Cairo, Egypt
Frankfurt, Germany

DECEMBER

5 - 8

Micad International Exhibition Cad/Cam

Paris, France

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