

SPECTACULAR EFX IN THE MAKING

MATT RICHART & DALLAS FOWLER DIGITAL EFX WRAPS

LOUISVILLE, KENTUCKY, USA – Stop by the Roland booth at almost any major trade show in the U.S. and you will witness the artistry of Digital EFX Wraps - if you can make your way through the crowds, that is.

These Roland-sponsored instructors are simply the best in the business and their hands-on vehicle wrap demonstrations have captivated audiences from coast to coast at major venues including ISA, SGIA, Roland University and more.

As the engine driving Roland's popular vehicle graphics workshops and presentations, they wrap and re-wrap the company's showcase vehicles for hundreds of spectators every year. All with the precision craftsmanship that has earned them industry awards and a loyal following among students and customers alike.

"We got into the business officially with a Roland wrap," said Matt Richart, who co-owns Digital EFX Wraps with Dallas Fowler. "We printed a vehicle graphic featuring a boating scene. The water looked so realistic, it was unbelievable. At that point, we were hooked on Roland."

Three years and hundreds of wraps later, Digital EFX has found themselves on the cutting edge of an exploding industry with one of the hottest businesses around. Word of mouth had secured them a steady stream of design and installation business that is about 80 percent commercial and 20 percent retail.

Their hallmark is a precision installation process that produces smooth, seamless wraps over even the most complex curves and rivets.

"We've wrapped everything from motorcycles to Hummers, inside and out," Richart said. "In fact, one of our favorite



wraps was a Honda Prelude that included an interior wrap of the speakers, a job that took seven hours to perfect due to the speakers' compound curves. What we've found is that many vehicle wraps look great from a distance. The true measure of a quality wrap is in the quality of the print and what it looks like up close. With our Roland, we can get to this level of excellence."

The Digital EFX shop relies on a complete Roland solution including a 54" SOLJET printer/cutter, VersaWorks RIP software, ECO-SOL MAX inks and Roland's certified and profiled media including premium cast vinyl and view-through vinyl for window graphics. The shop designs in both FlexiSign and Photoshop, using Photoshop primarily for its signature 3D designs.



Dallas Fowler and Matt Richart are co-owners of Digital EFX Wraps.

"We recently wrapped a BMW for a local car company," Fowler said. "The owner told us he had done 28 years of radio, television and yellow pages advertising - and now people know him by his vehicle wraps. He was amazed at the power of this advertising medium."

"One reason why we think it works is that people are spending more time in their vehicles," Fowler added. "So our philosophy is this. Instead of spending two or three thousand dollars on signage or advertising, wrap your vehicle. Take your advertisement directly to your customers instead of making them come to you."



AJ-1000 ADDS HORSEPOWER TO BUSY NATIONWIDE PRINTER

WESTERN JAPAN – After more than 25 years in the screen printing market, Grand Printing Corporation decided it was time to strengthen its relationships with advertising agencies and other businesses.

Over the years, the company had developed an established reputation as a leading nationwide provider of planning, production and finishing services in the printing market including sewing and welding of oversized graphics. With 20 employees and a growing customer base, Grand Printing Corporation needed more horsepower in its production environment. The high-speed AdvancedJET AJ-1000 proved perfect for the demands of this fast-paced business.



(above) Yuji Kodomari, general manager of Grand Printing Corporation.



"We were looking for a powerful printer to meet the increasing demand for tarpaulin printing," said Yuji Kodomari, general manager of Grand Printing Corporation. "The AJ-1000 delivers the fast print speeds and wide print heads that we need. It also provides incredible stability and high-quality output at a low initial investment. The AJ-1000 simply outperforms other grand format printers, and our inkjet business has grown tremendously since we brought it on board."

Kodomari continued, "The AJ-1000 is much more reliable than any other printer we have seen and is very easy to maintain. We do not have any trouble with clogged print heads or other issues that can interrupt printing. This is especially important during unattended overnight jobs. Our prints come out beautifully every time. Even during high-speed printing on tarpaulin, the ink dries quickly and we can move on to the finishing processes for quick delivery of the largest orders."

"With the AJ-1000, we can meet a wide variety of demands from advertising agencies and can handle jobs that we had to pass up previously," Kodomari said. "For example, we can now fulfill orders for banners that require photographic quality, and we can achieve the high quality standards our clients demand at very competitive prices. Best of all for me as a manager, our staff members are now more confident and motivated to work together. This unity is one of our strengths as a company."



Winners: Mark Johnson (left) Paul Blackmore (right) and Milo the dog.

KOLOUR KRAZY WINS ROLAND SOLJET PRO III

BOURNEMOUTH PRINTER MOVES INTO A WHOLE NEW LEAGUE

BOURNEMOUTH, UK – For Mark Johnson, 2007 started with a real bang as his company, Bournemouth-based Kolour Krazy, was named as winner of Roland DG's 'Win a Pro III Printer' competition.

The competition ran in tandem with Roland's R-World 2006 autumn tour – its hugely successful nationwide series of road shows – and was launched to celebrate the introduction of Roland's latest SOLJET printer technology. To win the fabulous prize – a SOLJET Pro III XC-540 printer and support package worth over £27,500, entrants had to register on the Roland R-World website and then answer the following question: "What would you do with a Roland SOLJET Pro III printer to make the world a brighter place?"

Roland received an unprecedented number of entries. Roland DG's Managing Director Jerry Davies had the unenviable task of short-listing these down to just 12. These anonymous entries were then forwarded to Melony Rocque, Editor of Image Reports magazine, who had the honor of choosing a worthy winner.

"We were absolutely thrilled and surprised when we found out that we had won," said Mark Johnson. "We had actually only recently requested information about the Pro III printer as we were in the market for upgrading our digital wide format output."

Kolour Krazy's winning entry was based around two projects: the first was providing much needed immediate color and display graphics to the struggling local AFC Bournemouth football club, where Kolour Krazy also has an office. The second project was to create bold display graphics and



a possible sensory wall at The Hampshire-based Naomi House Children's Hospice.

A family-run enterprise, Kolour Krazy has been in existence for nine years and has established a very good name locally. With a staff of five (four of which are family members), Kolour Krazy provides a wide range of printing and copying services from narrow to wide format. It provides a large format poster/banner printing and finishing service and specialties include lamination, encapsulation and board mounting. Since the amalgamation of Bournemouth Shirt Co. into the company, Kolour Krazy also offers all types of corporate clothing and t-shirts, printed with customized designs.

"Before we had even heard about the competition we had been looking to expand our large format capability," says Mark. "And we had requested information about the newly launched SOLJET Pro III machine. We have a Roland CAMM-1 cutter that we have had for many years and it has been excellent, so we have always felt that Roland equipment is very reliable without a doubt."

After installation, whereby Kolour Krazy was given advice on how to proceed with the system, Mark also attended a course at the Roland Academy, Walsall College to learn about the latest tools and production techniques for the production of professional display graphics.

For a company that has traditionally used pigment-based Kodak technology to output interior display graphics and posters, the move into an eco-solvent machine has been smooth.

"As we've never had previous experience with solvent machines, we weren't biased in any way," says Mark. "These machines are really easy to maintain. The quality of the Eco-Sol Max inks is very good – both vibrant and robust and out-matches the quality that we are used to."

Mark believes that by the presence of the Pro III, the company will broaden its business base hugely. "Due to the capability and versatility of this machine, we are going to expand our display and signage capacity. Printing to vinyl provides us with huge new opportunities. We're also outputting lots of stickers, as the print and cut facility of the system is excellent.

"Traditionally we have dealt with lots of smaller companies, but now we feel we are able to take on and service the corporate side of the market more. This machine will allow us to bring in more work and offer applications that we had to outsource before."



THE FIS ALPINE WORLD SKI CHAMPIONSHIPS – A CHALLENGE FOR DORHNS AND THEIR ROLAND PRINTERS

ÅRE, SWEDEN – In February, over 350 athletes from 60 nations participated in the Alpine World Ski Championships in Åre. This highly prominent event in winter sports attracted thousands of dedicated fans along with sponsors wanting to communicate their visual identity towards spectators and television viewers, an activity which the Roland SOLJET SJ-1045 and SJ-645 printers would play an important role in.

The Stockholm based Dohrns Reklamateljé AB was given the prestigious task of being Technical Supplier for the event. The company was given the responsibility of building up and producing the graphics for all the arenas, start and finish areas, road shows, spectator stands, etc., thus supplying all the signs and banners which had been paid for by the event sponsors. These also had to be maintained during the entire event.



(top photo) Info board and sponsor graphics at the center of the event. (below) Roland printers produced the entrance greetings.

In order to produce the large amount of banner and sign jobs leading up to and during the World Ski Championships, Dorhns had to invest in a high-capacity grand format printer. They chose a Roland SJ-1045 grand format printer for this challenging task. Stefan Dorhn, Project Manager, says "It has definitely been our most important project in the whole of 2006. We were running at full capacity in the days leading up to the world championships."

Dorhns was happy that the delivery time of the SJ-1045 was short, which gave them the opportunity to get started on the massive project quickly. Stefan Dorhn also saw a clear cut advantage in the SJ-1045 using eco-solvent inks. "This saved us from having to rebuild our facilities in order to handle hard solvent inks," he said.

It was also important for Dorhns to be supported with the highest quality service by one of Roland DG's Swedish dealers. For emergency graphics repairs on site at Åre, Roland DG Scandinavia loaned Dorhns a Roland SOLJET SJ-645. Skiers hitting the barrier boards and general wear and tear left the graphics damaged on occasion. These damages had to be corrected immediately, and the SJ-645 was the best machine for the job. And backed by well-performing Roland printers, Dorhns could concentrate on successfully meeting the challenges on top of a mountain at the Alpine World Ski Championships 2007.

ROLAND BENELUX SPONSORS PARIS-DAKAR ENTRY

WESTERLIN, BELGIUM – The annual off-road endurance race known as The Paris-Dakar Rally is open to both amateurs and professional drivers. It covers approximately 7,000 miles (10,000 kilometers) across Europe and Africa.

Roland Benelux sponsored the AD-Sport team of Albert Vaniershot and Koen Wauters, a famous Belgian singer and television celebrity. During the Rally, the team reported daily on nationwide television. They also recorded more than 250,000 visitors to their website within two weeks.

All vehicle graphics were printed with Roland's VersaCAMM SP-300V.



ABOVE AND BEYOND THE SKY'S THE LIMIT

MIKE AND PAUL CHAKLOS ABOVE AND BEYOND

IRVINE, CA, USA – In the world of giant inflatable advertisements, Above and Beyond rules the skies. Since opening its doors in 1991, the Irvine, CA-based firm has grown from a small two-man operation into a worldwide supplier of giant balloons, blimps, banners and more.

Above and Beyond creations range from digitally printed PromoTent pop-up tents to 30' long hand-sewn blimps and balloons all created with one common goal in mind – Think Big.

Above and Beyond inflatables fly high above retailers, dealerships, trade shows, sporting events, swap meets and festivals, adding that visual punch that only a giant, floating or rooftop 3D sign can give.

"If you can imagine it, we can create it," said Mike Chaklos, who co-owns the company with his brother Paul. "We can take almost any object and create a giant 3D inflatable from it."

To print these bigger-than-life ads, Above and Beyond relies on its Roland AJ-1000, the fastest and most advanced grand-format printer in its class. With a blazing production speed of 968 sqft./hr., advanced Eco-Xtreme solvent inks, unattended printing capabilities and numerous high performance features, the AJ-1000 delivers the fast, precision images Above and Beyond requires.

"We have a very simple design philosophy," Paul Chaklos said. "The more customized the better. And the AJ-1000 gives us just what we need to make a customer's vision come to life."

The Above and Beyond portfolio includes thousands of custom pieces including popular local icons such as that giant champagne bottle that pops its cork at the world-famous Laguna Beach Pageant of the Masters; a super-sized 25' Alaskan Whale, a truly unique parade float; and the fabulous Hummer Jumper, the ultimate in birthday party entertainment.

These wild inflatables are produced alongside elegant banners and signs for the company's more buttoned-down corporate clients including Atlantic Records. It seems though, in the world of grand-format printing, everyone wants their inflatables "yesterday."

"We are a very busy shop, running on tight deadlines," Mike Chaklos said. "So the unattended printing capabilities



Inflatables printed on a Roland AJ-1000.

are critical. We can confidently leave the AJ-1000 running overnight and we get great finished prints the next morning. In all, Roland gives us the ultimate in value, performance and productivity."

LESS ODOR, QUICK DRYING TIME AND EASY TO USE: SJ-1045IS

OSAKA, JAPAN – PROTECH, Inc. has aggressively adopted new technologies into their business to stay ahead of their competitors. Initially, they purchased an electrostatic plotter. Ten years ago, they added an inkjet printer. PROTECH began sewing and welding in-house in order to meet customers' demanding delivery schedules. PROTECH even developed a web management system for sending and receiving even very large artwork to improve customer communication.



Nishimura continued, "The majority of our printing is on tarpaulin for outdoor banners. We appreciate the SJ-1045IS and ECO-SOL MAX ink and completely rely on them even for printing four or five 20m-plus banners successively without attending overnight. With easy maintenance and less wasted ink, the SJ-1045IS is just like the aqueous inkjet printer that our operator is confident to work with. Because our customers know that we don't compromise to provide the best service, most new customers are from word of mouth. A competent job produces another new job."

PROTECH Inc. was founded in 1973 based on planning and producing commercial photographs. The company has 77 employees and owns an SJ-1045IS as well as three Hi-Fi JET FJ-540s. Their clients include several major Japanese advertising agencies, printing companies and other business enterprises.

As a wide variety of inkjet printers were introduced, they studied the market for upgrading their equipment. "We were immediately captivated by the SJ-1045IS when we saw a printed sample," said Yoshikatsu Nishimura, Manager of the Commercial Photograph Section of the Technical Development Department at PROTECH. "The vivid color and outstanding quality were perfectly suited for us as we are very stubborn about photo quality. In addition, the fact that the ink is virtually odor free and quick drying appealed to us so that we can quickly begin the post-printing process."



ECO-SOL MAX INK IS A HIT IN TOKYO OFFICE

TOKYO, JAPAN – Sun Graphic operates a comprehensive business of planning and producing corporate identity, promotional events and exhibitions as well as printing graphics for TV programs and store design.

"ECO-SOL MAX ink was introduced just as we were looking for another printer to meet the rapidly growing demands for banners," said Yasuichi Emura, president of Sun Graphic. "It was vital for us to be able to print banners ourselves, but unacceptable to use hard solvent inks with an awful odor in our Tokyo office environment."



Printing with ECO-SOL MAX ink is vivid, rich and durable just like with solvent inks, but with virtually no odor. "That was key for us in deciding on ECO-SOL MAX and the Roland SOLJET SJ-1045IS grand format printer. We quickly realized our goal of in-house production while enjoying the overwhelming advantages of the print speed and cost. This made us much more competitive than other similar firms."

Emura added, "ECO-SOL MAX ink is well accepted even in food stores where shoppers are most sensitive to odor as well as color. We don't just emphasize particular colors such as red and black for highly visible signs. We are also dealing with corporate branding, including corporate identity and visual identity that require high quality and precision matching of specific colors. ECO-SOL MAX is doing a great job just as we expected."

Sun Graphic was founded in 1998 based on providing printed graphics. Led by President Yasuichi Emura, the company has 12 employees. Their main business is from leading advertising agencies in Japan. They own a Roland Hi-Fi JET FJ-500 printer, two FJ-52's and an SJ-1045.

MDX-20s PLAY KEY ROLE IN HANDS-ON UNIVERSITY COURSE

MELBOURNE, AUSTRALIA – The Electrotechnology & Computer Systems Department at Victoria University's Regional Cisco Networking Academy/Microsoft IT Academy recently implemented four MDX-20 scanning and milling machines with tremendous results. The department has since transferred all of its Printed Circuit Board (PCB) manufacturing to routing technology and two of its large industrial clients now use routing technology for PCB prototyping as well.

"We started using MDX-20s and our staff and students haven't looked back," said Acting Head of Department Peter Averill. "One senior staff member was quoted as saying that the MDX-20 is the best thing ever in the department."

Averill's students design their PCBs using a program called RealPCB, and then transfer the design to PCB Design and Make to route the PCB using the MDX-20. Approximately 200 to 250 students each year produce at least one PCB using Roland technology.

"In the past, one single board design was used by the whole class," Averill said. "The complexity of this process prevented students from creating their own designs. Now with the Roland MDX-20s, every student makes his or her own design for a much more in-depth educational experience."



Students at Victoria University's Electrotechnology and Computer Systems Department design and produce their own custom PCBs using Roland MDX-20 scanning and milling machines.

ADVANCEDJET AJ-1000 ADDS IMPACT TO ROURA & CEVASA GRAPHICS

BARCELONA, SPAIN – Roura & Cevasa, part of Grupo ACS, has been a European market leader in branding and corporate identity for more than 75 years, serving large companies including Repsol, Cepsa, Petrogal, Media Markt and the Post.

Over the years, Roura & Cevasa has earned a reputation as a premier provider of signage and other graphics that brand and publicize a company's image. The company offers a wide variety of services including design, printing and installation work. To make its clients look their best, Roura & Cevasa relies on the 104" AdvancedJET AJ-1000, Roland's fastest, most advanced grand-format printer to date.

According to Emilio Gutierrez, supervisor of Roura & Cevasa's Projects and Communication programs, "The design and print elements work together to express a company's image. Each component is critical in differentiating a company in the marketplace."

For design work, Roura & Cevasa counts on a staff of more than 400 highly skilled and university-educated employees across Spain and Portugal that work to meet both ISO 9001 standards and the high demands of the company's high-profile client list.

To print their designs, Roura & Cevasa employees use the AdvancedJET AJ-1000, which has proved ideal for the high-volume printing and exceptional quality standards that the firm requires. Eco-Xtreme ink's rich and dense colors add impact to Roura & Cevasa vehicle graphics and billboards, and for long production runs the company makes use of its heavy-duty media handling system which accepts rolls of up to 220 lbs.

"The AJ-1000 assures us perfect results every time," Gutierrez said. "It has become the backbone of our printing operation. With this printer, we are able to achieve tremendous customer satisfaction which is our ultimate goal."



Roland AJ-1000 in Roura and Cevasa production department.



WINDOW TINTING MADE EASY

FT. WORTH, TEXAS, USA – Brett Wassell is the general manager of American Filter Film, an industry leader for automotive protective films. American Filter Film offers a turnkey window tinting solution that includes a Roland GX-Series vinyl cutter, software, material and training.

"Window tinting is incredibly popular," said Wassell. "People love the privacy, the look and the sun protection. More and more people are even ordering window tint as a safety feature that keeps shattered glass in place. With a Roland cutter, this can be a major cash cow for sign shops, detailers, restyling shops and auto dealerships!"

When window tinting began about twenty years ago, the idea of a machine cutting the patterns was just a dream. Today, even though state-of-the-art cutters like the Roland GX Pro make it easy to generate clean results, many shops still cut window film by hand. They face a host of problems, ranging from scratches and streaks to creases and wasted material.



Window tinting can earn your shop lots of money, so you definitely want to do it right. Use a software program designed to cut film, since the patterns are tested and adjusted for maximum fit and efficiency. Select a quality, professional-grade Roland cutter and use film that is backed by a good warranty and a strong manufacturer. While cutting the patterns is easy, a good training class can really help with the all important installation.

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RENOWNED JEWELRY CRAFTSMAN RELIES ON ROLAND 3D MILLING SOLUTIONS

COPENHAGEN, DENMARK – Across the road from the royal gardens and in the heart of the old silversmith quarter in Copenhagen, world renowned craftsman Allan Scharff is making magic out of fine silver. Inside his modest workshop, sculptures and jewelry are artfully taking shape, a process based on traditional craftsmanship and the newest Roland technology. Every day, Scharff uses these tools and techniques to create the finest in timeless design.

“I want to spend the rest of my life with a hammer in my hand.”

During his career, Scharff has worked as both a visiting professor at the prestigious Royal College of Art in London and at the Danish Institute of Precious Metals in Copenhagen where he continues to teach today. For the past 23 years, he has been an independent businessman as well. Today, he enjoys a reputation as one of the foremost silversmiths and designers in Denmark and abroad with exhibits in prestigious venues including the Albert & Victoria Museum in London.



Silver ring produced with Roland equipment.

His workshop is packed with tools. Hundreds of hammers line a wall, and files in all shapes and sizes cover a table. Another wall showcases his work, reflecting a lifetime of design and ideas from this prolific artist.

Despite appearances, many of Scharff’s jewelry and sculptures are not the products of his old fashioned tools. Much of his work today is produced using a Roland Picza PIX-3D scanner and CAMM-3 milling machine, tools he says are essential to a master designer like himself.

“Design is about ideas,” he says. “You must believe in what you do, but you must also be able to communicate your ideas to the world. When I first started to work with the Roland milling solutions back in the 1990s, it took me some time to master the technology. But I was determined as I knew the technology would expand my opportunities. So I learned how to use the milling machine, and today I look forward to

working with it. It is affordable and easy to use, and it gives me tremendous creative freedom.”

Managing Directors Can’t Imagine Your Design. They Need To See It.

Allan Scharff is convinced that new Roland technology is the key to preserving his craft.

“Throughout the ages, designers have always struggled with how to best present their work,” he says.

“Before we had Roland, we spent weeks drawing and producing a model. With the new RHINOCeros program and Roland milling solutions, the same modeling process can be completed in a matter of hours. And this finished model is so important. A design idea may be crystal clear in my mind, but not clear at all to the managing director – or anyone else I encounter when I am working to sell a design.”

“Ideas do not come from nowhere. You have got to work hard for them to grow.”

The Roland 3D Milling Machine – An Absolute Essential.

Though Scharff typically uses hammers and files for his larger silver sculptures, he relies entirely on his Roland equipment to produce silver jewelry.

“A long time ago I designed this little silver swan,” he says. “Today I only have one left, which I had kept for myself.

The other day a woman called me and said she had lost her swan. She asked me if I could make her another one.”

With the Roland Picza PIX 30 scanner Scharff quickly scanned the remaining swan. Using RHINOCeros and the Roland CAMM-3, he produced a new mold for the swan and made a completely identical replacement.

The Roland CAMM-3 has offered many benefits to Scharff over the years. With this milling solution, he has been able to create his own jewelry molds instead of outsourcing, saving both time and money.



“New technology has made my life easier.”

TEACHING NEW GENERATIONS

Allan Scharff says he still enjoys his work and has no plans of retiring from his successful career. He looks forward to learning new techniques and technologies in the future as well. “I want to keep designing for the rest of my life,” he says. “I want to continue to learn, and to keep on integrating new technology and old craftsmanship into my artform.”

And he has one more goal. As an instructor at the Danish Institute of Precious Metals, he wants to ensure that age-old craftsmanship is not forgotten – and also that his students master all the technologies they need to carry on the long, silver-lined tradition of fine Danish design.



Allan Scharff in his studio with his Roland CAMM-3 milling machine.

AROUND THE WORLD

ROLAND DG AUSTRALIA DONATES PILOTED BOAT TO SOLAR BOAT CHALLENGE

PENRITH LAKES, AUSTRALIA – In 2005, Roland DG Australia's CEO, Marcus Adler, met the team behind Roland DG Japan's award-winning piloted solar powered boat – and like all good ideas he filed this one away for use at a later date.

That later date arrived recently with the formation of SEES Ltd. (Social Environmental Economic Sustainability), a non-profit Australian organization championing alternative energy and environmentally responsible policy.

For its inaugural event last November SEES launched Australia's first Solar Boat Challenge at the Sydney International Regatta Centre at Penrith Lakes. Open to primary and secondary school students, the event attracted more than 60 entries in three categories: piloted boats, wire-guided boats and remote-control boats. The winning water craft? A redesigned piloted boat donated by Roland DG Australia.

Creating the winning boat required hard work and dedication on the part of Gorokan High School students plus some outside help.

"The challenge required our students to interact with their local community and businesses in a way I've not seen before," Ian McCutheon, Gorokan Head Teacher of Industrial Arts, said. "We sought advice and received help from a

range of local businesses who embraced the challenge after seeing the enthusiasm of our students."

Assistance came from several local companies including Arizona Boating and Plastics, Battery World, Blue Gum Smash Repairs, Dooralong Valley Turf Farm and Marcus Engineering. Local solar power expert John Gardener advised on the performance and longevity aspects of solar power and energy usage, and Leah Ingram, the school's Aboriginal Education Assistant, helped develop the boat design.

A total of 30 students took part in the project which took top honors in the piloted boat category and won excellence awards for boat design, graphic design and the PowerPoint presentation.

"We send many, many thanks to everyone involved and especially to Roland for providing us with the boat," McCutheon said. "The best part of the experience is that it engaged the students tremendously – and generated new enthusiasm for learning throughout the entire school. I'm still amazed by the number of students I don't even know who come up to me and congratulate us on the result. It's a fantastic concept and is a real testimony to the level of excellence our students can achieve."



(above) Ian McCutheon and students.



(right) 2005 V8 Supercar champion Russell Ingall offers words of encouragement to students.

ROLAND HOSTS "WIN WITHOUT COMPETING" SEMINARS AT COMMUNICATION ITALIA

MILAN, ITALY – Roland recently hosted three days of seminars at the 2006 Visual Communication Italia conference, Italy's most prestigious event for visual communications professionals. More than 800 people attended the seminars which focused on the unique "Blue Ocean" marketing approach of experts W. Chan Kim and Renee Mauborgne.

The theme for Roland's three days of seminars was "Win Without Competing," a concept based on "Blue Ocean" strategies. Roland seminars presented a roadmap for "avoiding the red ocean of price wars" to more effectively market products and businesses in the digital printing industry.

Seminars led by Roland DGME President and CEO Mario Picchio, Colour Sales Manager Dario Rampinelli, and Training Manager Giovanni Re were all met with resounding applause by attendees.

"These seminars were different in that we did not focus on products," Picchio said. "Instead we offered both the famous Blue Ocean strategy and practical examples on how to implement it with actual solutions. I believe we showed attendees a different side of Roland and gave them a great value-added experience at this important industry event."

Roland DGME Launches Technology Craftsmen Online Forum

Roland DGME now offers an online "Technology Craftsmen" forum for its customers who combine manual skills, creativity and Roland technology into their day-to-day businesses. The new forum (www.rolanddg.it) provides Roland DGME customers with an opportunity to share experiences and technical information, and is a powerful educational tool for everyone involved. For more information, visit the Roland DGME website.



(above) Roland "Technological Craftsmen" meet with Giovanni Re at VISCOM, Italy.

(below) Mario Picchio, president of Roland DG Mid-Europe, provided the opening speech for the VISCOM Italia conference seminars.



(above) The Roland booth featured nearly 400 square meters of space devoted to solutions and products. Seven technology training courses were hosted each day of the event.

(left) The logo was created for the Roland family of Art and Technology Craftsmen, Roland users who mix creativity and technological resources.



PRODUCT HIGHLIGHTS

NEW! HIGH-PERFORMANCE VERSACAMM VP SERIES

VersaCAMM VP is our fastest and most powerful VersaCAMM to date and the world's most versatile, reliable and easy-to-use printer/cutter. With VersaCAMM VP, it is easier than ever to print and contour cut 4-color CMYK signs, banners, billboards, POP displays, labels, decals, vehicle and floor graphics, heat transfers for apparel and more.

Featuring four print heads, a new faster network board and several additional internal systems upgrades, the new VP series achieves print speeds of up to 161 sqft./hr. for the VP-540 (15.0m²/hr.). New media flanges and additional pinch rollers secure the heaviest media in place for accurate feeding and tracking through even the longest production runs. To better support unattended printing, VersaCAMM VPs can be purchased with a new optional heavy-duty media take-up system accommodating rolls weighing up to 66.15 lbs. (30kg) for the VP-540 and up to 44.1 lbs. (20kg) for the VP-300.

Like the rest of the VersaCAMM line, the VP series features award-winning ECO-SOL MAX ink for rich, dense colors and outstanding print quality. ECO-SOL MAX prints dry fast, offer superior scratch resistance, and remain durable in the harshest outdoor environments for up to three years.

NEW HI-FI EXPRESS FP-740 SUBLIMATION PRINTER IS IDEAL FOR FLAGS AND BANNERS

Create bold, eye-catching flags, banners and other soft signage with Roland's new Hi-Fi Express FP-740 74" (1879 mm) sublimation printer.

Featuring eight advanced piezo print heads, an extended capacity ink delivery system, HeatWave sublimation inks and an automated media take-up system, the FP-740 produces precision quality graphics at print speeds of up to 548 sqft./hr. (51 sqm./hr.) The FP-740 maintains image quality even through long production runs for consistent, reliable prints every time.

The FP-740 is based on Roland's award-winning inkjet technology and is just as easy to operate and maintain as the rest of the Roland printer line. The FP-740 also features VersaWorks, a powerful RIP software developed by Roland to optimize the company's inkjet line.

ROLAND EXPANDS LPX 3D LASER SCANNER LINE WITH NEW COMPACT MODEL

Roland's new LPX-60 3D laser scanner delivers all the precision of the company's larger, more advanced LPX-600 in a compact, affordable device. Designed for ease of use, the LPX-60 can be controlled from a single button and comes complete with user-friendly scanning software that creates high-quality digital data from a wide variety of objects.

The LPX-60 is well suited for reverse engineering and for designing smaller items for the production of clay prototypes. The LPX-60 is unique in that it allows virtually anyone to create 3D files without a lengthy learning curve. Its unprecedented ease of use makes the LPX-60 a great tool for vocational training and other educational applications as well as commercial use.

To go from initial design to finished prototype, combine the LPX-60 and a Roland 3D desktop milling machine such as the MDX-40. This solution provides complete design-to-prototyping capabilities – right at the desktop.

ROLAND ADDS MESH PRINTING CAPABILITIES TO THE AJ-1000 GRAND FORMAT PRINTER

Roland has introduced a new optional mesh printing unit for the 104" (2641 mm) AdvancedJET AJ-1000, an industrial grand-format solvent printer and, at 968 sqft./hr. (90 sqm./hr.), the company's fastest inkjet to date.

Engineered for high-volume production of banners, billboards, signage and other durable graphics, the AJ-1000 now supports unlined mesh media, ideal for outdoor graphics that may be exposed to excessive wind or any application calling for the unique sheer look of mesh.

The MU-1000 mesh printing unit attaches and detaches easily from the AJ-1000 and features a built-in drainage system for easy removal of excess ink. Support for unlined media makes it highly economical to produce mesh graphics with the new unit.



VERSAWORKS 2.2 FEATURES ROLAND COLOR AND VARIABLE DATA PRINTING

Roland's VersaWorks 2.2 RIP software is packed with upgrades including the new Roland Color System, a revolutionary spot color fidelity system built on the Roland digital color solution. Developed for sign makers, print-for-pay shops, vehicle graphics providers and other durable graphics professionals, Roland Color bridges the gap between these professionals and the customers they serve.



Roland Color allows professionals to quickly and easily match logo colors and other corporate identity elements. Roland Color supports current Roland VersaCAMM, SOLJET, AdvancedJET and Hi-Fi Express models and features spot-color matching tools that help ensure color accuracy, optimize media and boost overall productivity.

In addition to Roland Color, VersaWorks 2.2 offers Variable Data Printing capabilities. This powerful feature allows users to merge TXT or CSV data fields with a pre-defined design template to output variable text and graphic elements. Ideal for labels, name badges, plaques, menus and other custom graphics, VersaWorks Variable Data Printing allows users to quickly and easily produce a series of digital prints in which text and/or graphics change from one print to the next. VersaWorks Variable Data Printing supports popular design applications including CorelDRAW and Adobe Illustrator.

Built upon the genuine Adobe® PostScript® CPSI™ RIP engine, VersaWorks is a powerful RIP software developed by Roland engineers for the company's inkjet technology. Featuring an efficient graphical user interface, VersaWorks allows users to maximize their Roland inkjet without a lengthy learning curve.



Roland Color

ON TOUR

Roland

APRIL

2-4 MDX/ Jewelry Training
 4-5 Auto Restyling Show
 12-14 International Sign Association Show
 12-19 Baselworld 2007
 13-14 VIP Open House
 15-16 Melbourne Fine Jewellery Fair
 17-19 Sign Scandinavia
 17-20 Dataprint
 18-21 Farbe-Ausbau & Fassade
 18-22 TecnoFIRA Show
 19-20 EGX Training
 19-22 Medprint Exhibition
 26-29 SAR Australian Expo
 20-21 Polimark Open House
 23 MPX Training
 25 Gretag Training
 26 Pako Open House
 30 Cutter Training

Lake Forest, CA USA
 Indianapolis, IN USA
 Las Vegas, NV USA
 Basel Switzerland
 Modena Italy
 Melbourne Australia
 Gothenburg Sweden
 Linz Austria
 Koln Germany
 Palma de Mallorca Spain
 Lake Forest, CA USA
 Rome Italy
 Sydney, NSW Australia
 Verona Italy
 Lake Forest, CA USA
 Willich Germany
 Zagreb Croatia
 Lake Forest, CA USA

MAY

1-3 Sign UK 2007
 2-4 Frezal Open House
 3-5 NBM Fort Worth
 4-6 PMA Melbourne
 5-7 Gift Show-Adelaide
 8 VersaCamm & Pro III Basic Technical Training
 8-10 Kiosk Europe Expo 2007
 8-12 Tehnika Exhibition
 9-10 VersaCamm & Pro III Professional Technical Training
 10-11 Color Workshop
 10-13 Zoomark Exhibition
 11 Sublimation Training
 11-12 Visual Impact
 11-12 Seminario Reed
 11-12 VIP Open House
 12 Pano Boutique
 14-16 MDX/ Jewelry Training
 14-18 Inkjet Dealer Training
 17-20 DPG Show
 18-19 Imas Open House
 22-23 Frezal Open House
 22-25 NMW Week
 24 AJ-1000 & SJ-1045 IBS Training
 24-25 Frezal Open House
 24-26 Printex
 25-26 Seminario Reed
 29-June 1 Intergrafika Exhibition

Birmingham UK
 Toulouse France
 Ft. Worth, TX USA
 Melbourne Australia
 Adelaide Australia
 Willich Germany
 Essen Germany
 Beograd Serbia
 Willich Germany
 Irvine, CA USA
 Bologna Italy
 Willich Germany
 Gold Coast, QLD Australia
 Bari Italy
 Bologna Italy
 Euro Disney Paris France
 Lake Forest, CA USA
 Irvine, CA USA
 Seoul Korea
 Florence Italy
 Marseille France
 Melbourne Australia
 Willich Germany
 Montpellier France
 Sydney Australia
 Treviso Italy
 Zagreb Croatia

JUNE

5-9 Fespa
 6 Expographic Digital Printing Workshop
 8-9 VIP Open House
 13 2D & 3D Training
 13-16 Siagrafa Digital Printing Show
 13-16 Siagrafa Digital Printing Show
 13-15 Sign Expo 2007
 14-15 Vehicle Wrap Class
 15-16 Imas Open House
 15-17 National Funeral Exhibition
 18-19 EGX Training
 19-24 Graphicom
 21-24 Busan Sign Show
 22 Pako Open House
 25 MPX Training
 28-29 VersaCamm Training
 29 Cutter Training
 27-29 Design Engineering & Manufacturing Solutions Expo/Conference

Berlin Germany
 Barcelona Spain
 Forli Italy
 Willich Germany
 Barcelona Spain
 Casa Blanca Morocco
 Osaka, ATC Hall Japan
 Irvine, CA USA
 Modena Italy
 Warwickshire UK
 Lake Forest, CA USA
 Manukau City New Zealand
 Busan Korea
 Maribor Slovenia
 Lake Forest, CA USA
 Irvine, CA USA
 Lake Forest, CA USA
 Tokyo Big Sight Japan

JULY

2-4 Tech Net 2007
 13-14 Imas Open House
 14-17 Gift Show-Brisbane
 18-21 Visual Impact-SYD
 20 Australian Sign & Graphics Awards
 23-26 Inkjet Dealer Training
 23-25 MDX/ Jewelry Training
 24-26 Man Tech in Focus

Brisbane Australia
 Brescia Italy
 Brisbane Australia
 Sydney Australia
 Irvine, CA USA
 Lake Forest, CA USA
 Sydney Australia

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