

IT'S THE BLOCKBUSTER OF THE SUMMER!

THE NEW XC-540 54" PRINTER/CUTTER



# Print! Cut! Action!

## INTRODUCING THE NEW SOLJET PRO III HIGH-VOLUME BANNER PRINTER AND PRINTER/CUTTER

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 to billboards and contour-cut beer labels to graffiti covered walls. "In Hollywood, it's always 'I needed it yesterday,'" says Martin. That's why he can't wait to get his hands on the new PRO III.

"All these new features will help me make sure every job is on set, on time."

Martin isn't the only pro who has been eagerly awaiting the new PRO III XC-540. With numerous engineering upgrades and a maximum print speed of 441 sqft./hr, the PRO III is the ultimate high-volume production tool for stunning indoor and outdoor banners, signs, vehicles, decals, displays and more. It's like having two devices in one.

We've boosted print speeds. Increased ink capacity. Integrated a robust tri-heater system with preheater, print heater and dryer. Upgraded the media handling system to include take-up rollers and advanced pinch rollers for long unattended printing. And made hundreds of other changes that each add to its powerhouse performance.

The new PRO III. You needed it yesterday. Get in on the action today.



SP-300V  
30" PRINTER/CUTTER



SP-540V  
54" PRINTER/CUTTER



NEW XC-540  
54" PRINTER/CUTTER



SJ-645EX  
64" PRINTER



SJ-745EX  
74" PRINTER



AJ-1000  
104" PRINTER



MARTIN CHARLES  
Santa Monica, California

Using a Roland SOLJET, Martin produces a range of on-screen graphics from billboards to boat graphics for major feature films like the new MIAMI VICE.



MORE PROFESSIONALS CHOOSE ROLAND

FOR PRODUCT SPECS, DEALER INFO OR A FREE PRINT SAMPLE, CALL 800-542-2307 OR VISIT [WWW.ROLANDDGA.COM/ACTION](http://WWW.ROLANDDGA.COM/ACTION)

**Roland**