

**Roland SV-15/12/8  
STIKA Design Cutter**

**Frequently Asked Questions**

**Release & Pricing:**

**Q. What are the list prices of the SV-15/12/8?**

A. 2009 list price for the SV-8 is \$525, the SV-12 is \$735 and the SV-15 is \$1,045. All three models are currently shipping to Roland Authorized Dealers in the US, Canada and Latin America.

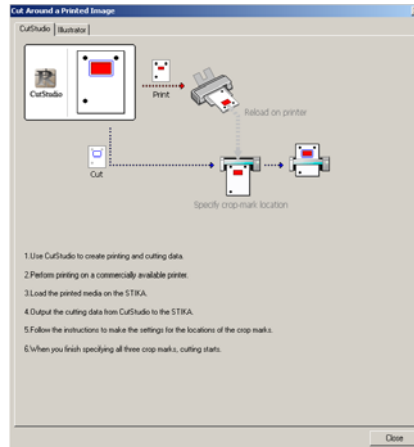
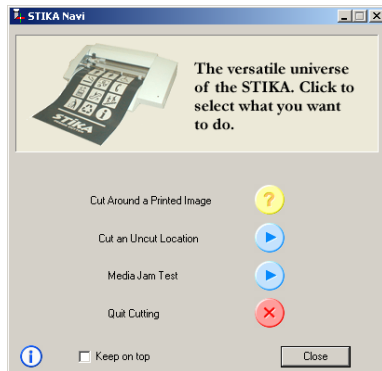
**Q. What is the key sales message for the STIKA?**

A. The STIKA SV represents the latest generation of Roland's hugely popular portable design cutters. The SV series combines ease of use and legendary Roland reliability, all in a compact design. It is the perfect entry level device for anyone looking to do signs, labels, decals, and custom decorated apparel. Its simple design leaves all the control up to the user and their software package. Bundled with CutStudio software and Stika-Navi print driver control, it is a perfect complement to a desktop printer; making a complete print/cut solution at a very attractive price.

**Q. What are some of the key features and benefits of the STIKA?**

A. While the STIKA has always been a market leader in the entry level class, some new features set it aside from all other sub \$1000 cutters out there.

1. *Legendary Roland reliability.* The STIKA has been known in the vinyl cutting industry for over 20 years-- all the way back to the first SCP-85 3" desktop scanner/cutter. Born from Roland pen plotting technology, the evolution of the first STIKA to the new SV has seen the addition of USB plug and play connectivity, manual crop mark registration through the STIKA-Navi Controller and the same interchangeable parts and accessories across all Roland cutting and printer/cutter devices.
2. *Bundled CutStudio Software.* This powerful output software package includes the latest Adobe CS4 and CorelDRAW X4 plugins for faster design and throughput of custom graphic designs. It also works great as a standalone vector output software by importing all True Type fonts in Windows and the "Image Outline" vectorizing tool for tracing raster images in .jpg and .bmp format. This software, coupled with your SV cutter and any commercially available printer with a Windows based print driver, offer a versatile print/cut workflow out of the box. Best of all, it's included at no additional charge!
3. *STIKA-Navi Controller Registration System.* The SV Stika can contour cut pre-printed images through CutStudio and other 3<sup>rd</sup> party print/cut applications. The STIKA-Navi Controller directs the cutter through manual crop mark registration for a complete print/cut workflow with any commercially available printer. This easy to use, bundled feature is available on any Windows driven PC.



4. *Front loading.* All SV cutters load material from the front for ease of use with little to no learning curve. The manual feed dial on the side of the machine helps for micro adjustments to load the media to the desired position.

### **General Information:**

#### Q. What are the similarities and differences between the SV series and the SX series?

A. The SX series is the previous generation STIKA technology. While the structural elements are very similar, the key difference is USB plug and play connectivity and the STIKA-Navi Controller. SX cutters have a Parallel port while SV cutters have a more advanced USB port. Both units use stepper motors and have fixed speed/pressure. The SX can be driven from CutStudio on a PC, but not a Mac.

#### Q. Are there any other costs associated with purchasing one of these machines?

A. Because the STIKA design cutters come with software out of the box, there are no other costs required for operation outside of the given substrate to be cut. Some substrates may require a specific blade for optimum results (e.g. twill, reflective). Those blades and other accessories can be found at [www.rolanddgastore.com](http://www.rolanddgastore.com)

#### Q. What is the warranty and what does it cover?

A. The STIKA comes with a one year warranty. Extended warranties are available for purchase during the factory warranty period.

The Roland Warranty includes parts and labor.

Q. What are the consumable parts and how much do they cost?

A. The following parts are the only consumable spare parts that require replacement, depending on cut volume and machine use.

- Cutter protection strip \$ 10.00
- Blade Holders - \$50 for plastic, \$70 for alloy
- Blades, starting at \$14 when purchased as part of a 5 pack

All STIKA cutters use the same blades and blade holders as any CAMM-1 and Print/Cut device.

Q. What is the cost of the extended warranty coverage?

A. Effective April 1<sup>st</sup>, 2009, users can purchase extended warranty coverage for the STIKA priced at \$99 for the SV-8, \$109 for the SV-12, and \$119 for the SV-15. There is no third year coverage available.

Q. What is unique about CutStudio software?

A. CutStudio is a bundled vector output software on par with Flexi Starter and SignLab Entry which both sell for up to \$1200 retail. It has all the basic features of a standalone vector software-- rotate, skew, mirror, import vector .AI and .EPS, import raster .BMP and .JPG, and uses all TrueType fonts already in Windows. CutStudio also has the ability to vectorize raster images and trace them. This is useful for single color decals in vinyl, CAD-CUT, window tint, etc. Or it can trace raster images and then send the print data to a printer. CutStudio assigns crop marks that can be identified and stored using the STIKA-Navi controller with the SV series. CutStudio helps create a full print/cut solution right out of the box, for free!

Q. What blades does the STIKA support?

A. Roland sells a full line of blades for the SV series for use with many specialized applications including Twill for decorated apparel and low angle blades for window tinting. The blades are 2mm in diameter and are the same blades used for all cutting and print/cut devices.

Q. What types of substrates are compatible with the STIKA cutters?

A. Any two-ply substrate can be cut in the STIKA cutter. Some thicker materials are difficult due to its stepper motors. The STIKA was designed for 3 mil sign vinyl, so it is important to keep this in perspective when cutting thicker materials.

Q. Do cuts require any additional finishing?

A. Most cuts will require some weeding and application tape for attractive results, but when cutting pre-printed materials or window tint patterns, typically no finishing is necessary.

Q. What type of maintenance does the STIKA require?

A. Over time blades and cutter protection strips may need to be replaced. There is no period cleaning or maintenance necessary.

## **STIKA Specifications:**

Q. How many cutting heads are used in the STIKA?

A. The STIKA uses one cutting head and holds one blade holder.

Q. How fast are the STIKA cutters?

A. The STIKA has a fixed cut speed that cannot be adjusted. The SV-8 and SV-12 are approximately 1.5" per second. the SV-15 is 4" per second. That comes to roughly 4 cm/s and 10cm/s respectively.

Q. What is the maximum media width that the STIKA can accommodate as well as cut?

A. The SV-8 holds 8" media and cuts 6.25" wide. The SV-12 holds 12" media and cuts 9.8". The SV-15 holds 15" media and cuts 13.375".

Q. What is the maximum media thickness that the STIKA supports?

A. The maximum media thickness is 12 mil (.012 inches or .3 mm) including the liner.

Q. How do I connect the STIKA cutter to my computer?

A. The STIKA has a USB port to connect to a PC or Mac. The bundled driver is plug and play through both the PC and Mac platforms.

Q. What is the cutting pressure of the STIKA?

A. The STIKA has a fixed pressure. It is approximately 110 grams of downforce.

Q. What is the blade offset range that the STIKA units support?

A. The STIKA supports the standard 45 degree blade with a .250 offset. Some 3<sup>rd</sup> party software, including the Stika driver, will compensate for this offset up to .350mm.

Q. What are the advantages of Print & Cut?

A. The STIKA is not the only sub \$1000 cutter in the market. The value of contour cutting preprinted materials, as a function, makes it as valuable as more equipped systems over \$1000 by providing those high end features - decals, stickers, signage, custom apparel, window graphics, etc. The ability to contour cut in a portable environment opens the small investment to a huge opportunity for return.

Q. What are the differences between the SV-15/SV-12/SV-8 cutters?

A. Aside from the obvious size differences, the SV-15 is faster and can accommodate two different media widths. While the SV-8 and SV-12 have one size parameter (7.8"–8.4" for the SV-8 and 11"–12" for the SV-12) The SV-15 can accept 14.125" – 15" as well as 11"-12" wide media. The pinch roll wheels are fixed, so the limitations of media need to be adhered to. The SV-15 has two separate media width settings available.

Q. Is Windows Vista supported?

A. Windows 2000/XP/Vista are supported in 32 bit versions. No 64 bit drivers have been released to the public yet.