

STIKA SV Series
Product Overview
Sales Guide Presentation
Roland DGA

7/2/2009

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STIKA

DESIGN CUTTER

SV-8

SV-12

SV-15



Roland SV-15



Roland CutStudio™

Version 1.21 Copyright (C) 2005-2007 Roland DG Corporation

**Print
& Cut**



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Agenda

- ❖ **Overview**
- ❖ **Key Features & Benefits**
- ❖ **Target Markets**



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STIKA SV Series



SV-8: \$525
8" wide



SV-12: \$735
12" Wide



SV-15: \$1,045
15" wide



STIKA SV Series Key Message

Price Performance Breakthrough!

Key Point:

The STIKA represents the industry's best, most affordable portable cutter

Incorporating Roland's CutStudio with Stika-Navi driver control for crop mark placement and USB Plug & Play connectivity

Why is this important:

Roland has proven to be the master of integrated print/cut for more than 13 years. Now Roland provides it's legendary print/cut technology solution in the smallest package in the industry



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Key Features

- ❖ **8", 12", & 15" wide**
- ❖ **CutStudio Software**
 - Standalone package with plugins
- ❖ **Ease of Use**
 - Single button configuration
- ❖ **Stika-Navi Controller**
 - Manual crop mark registration
- ❖ **USB Plug & Play**



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Key Benefits

- ❖ **Price/Performance Breakthrough**
- ❖ **Easy to use**
- ❖ **Plug & Play**
- ❖ **“Out of Box” Productivity**
- ❖ **Great Value!**
- ❖ **Best Service & Support in Industry!**
- ❖ **It’s a Roland!**



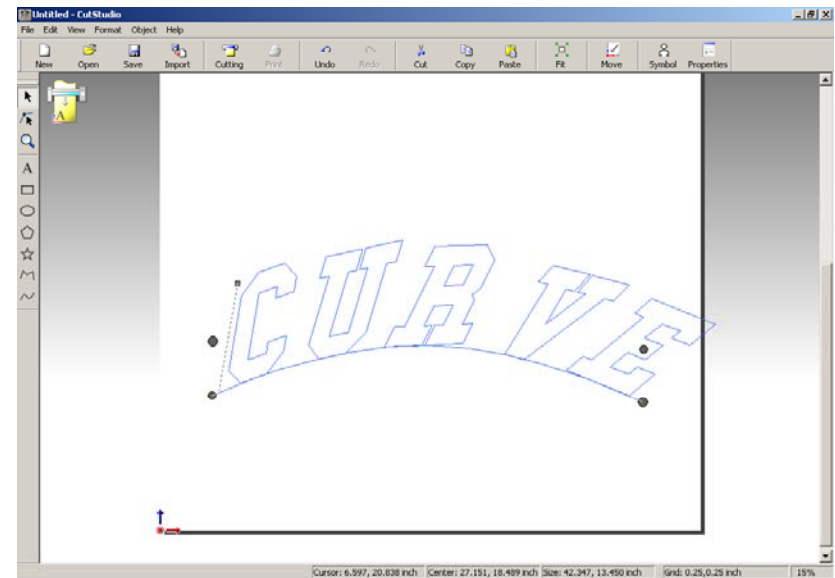
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CutStudio Software

❖ Standard Vector Design Components

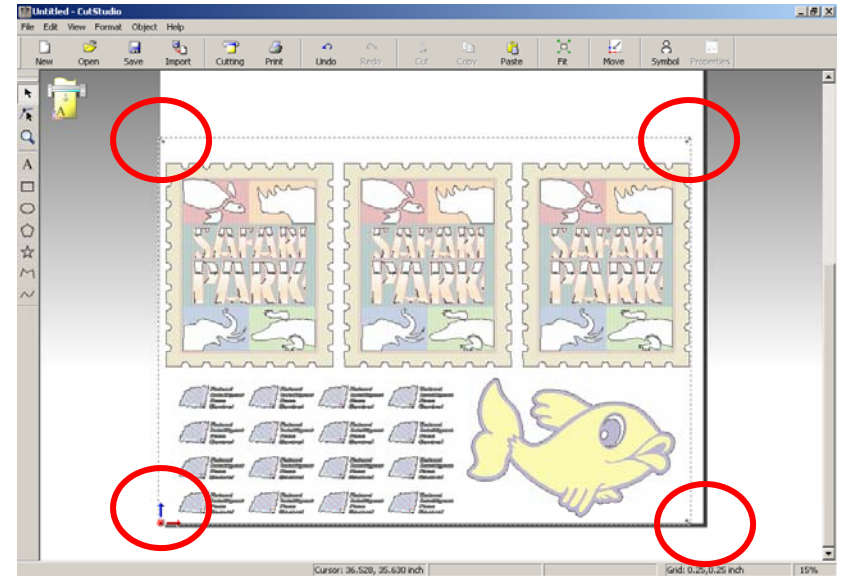
- CutStudio is a standalone package that can design from scratch, using popular functions as mirror, skew, scaling, snap-to-grid, rotate, etc
- Uses all TrueType fonts currently in Windows and has text tools for font editing such as kerning, merge overlapping text, align text to a curve, etc

❖ Most Cutter manufacturers bundle Windows drivers or output packages with limited functionality –e.g. rotate & scale only



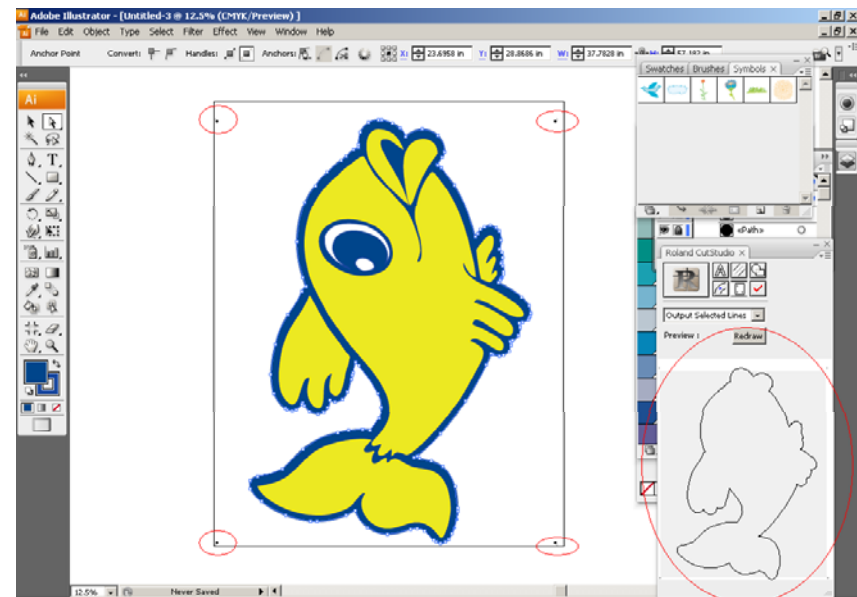
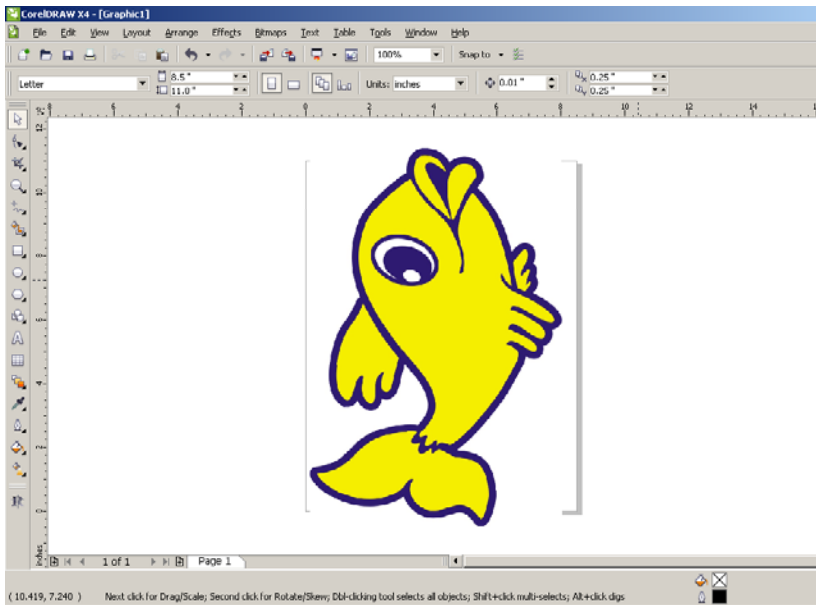
CutStudio Software

- ❖ **Automatic Crop Mark Placement**
 - CutStudio assigns cropmarks automatically by page, not individual designs
 - Increases throughput by handling multiple copies and multiple sizes with ONE set of crop marks
- ❖ **Most Cutter manufacturers bundle plugins that assign individual cropmarks around each graphic. CutStudio can register and send cut data for the entire page drastically cutting down production times.**



CutStudio Software

- ❖ **Compatible with Latest CorelDRAW (X4) and Adobe Illustrator (CS4) Packages**



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CutStudio Software

❖ **MAC Compatible**

- CutStudio plugin for Illustrator is compatible with CS4 on OSX and OS9
- Does not require Rosetta function. Works in a true Intel based environment without any Windows requirements

❖ **Most Cutter vendors bundle Illustrator plugins that require the Rosetta function which slows down processor speeds and can crash Illustrator, especially in CS4**



CutStudio Software

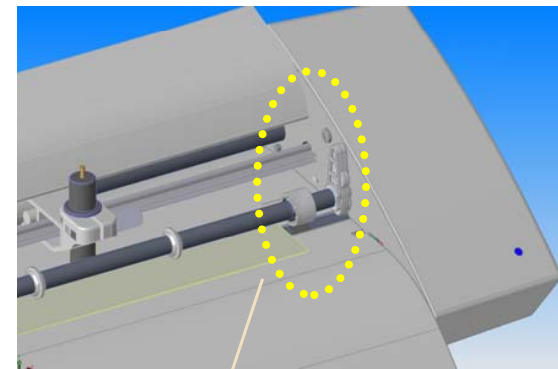
- ❖ **Backwards Compatible**
 - CutStudio runs all legacy Roland devices
 - Plugins work just as effective under legacy devices
- ❖ **Most Cutter manufacturers make all previous devices obsolete to drive sales to newer technology, alienating loyal customer base**



Ease of Use

- ❖ **Intuitive Control Panel**
 - Single button operation
- ❖ **Media Load Lever**
 - Helps compensate for media skew

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Media Lever

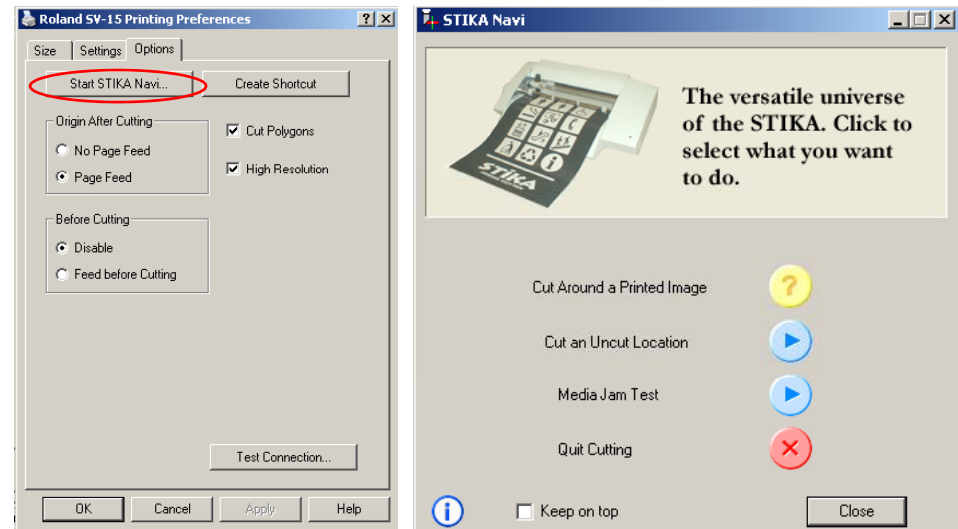
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Stika-Navi Controller

- ❖ **Separate Module for crop mark registration**
 - Helps automate the workflow
- ❖ **Quick Launch button on desktop**
 - Shortcut
- ❖ **Most cutter manufacturers have complicated menus to navigate to access the simplest and most used functions**

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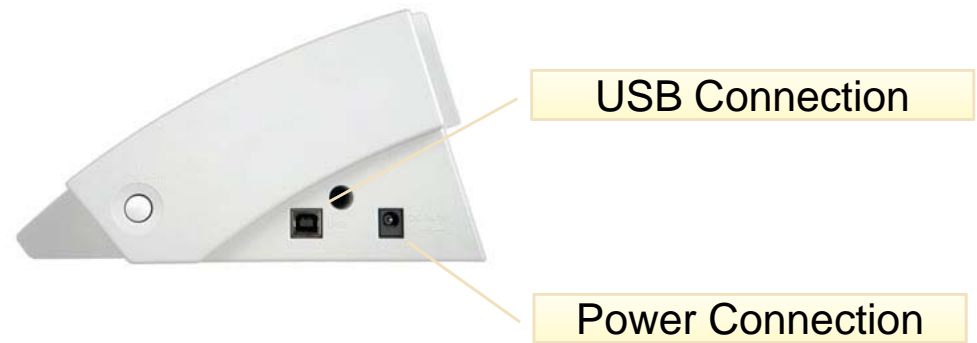


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USB Plug & Play

- ❖ **USB bidirectional interface**
 - Replaces parallel port
- ❖ **Many of the cheaper cutters on the market have no USB port at all**

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One Year Warranty

- ❖ Industry Leading Warranty – 1 Years parts & labor
- ❖ Legendary Roland Reliability
- ❖ Optional extended warranty for a second year
 - SV-8 \$99
 - SV-12 \$109
 - SV-15 \$119

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Target Market Opportunities

Target Markets	Target Applications	Preferred Device
Signage	Banners/Posters Sign Graphics Labels/Decals Window Graphics	All All All All
Decorated Apparel	CAD-CUT Twill Flock CAD-COLOR	All SV-12/SV-15 SV-12/SV-15 SV-12/SV-15
Scrapbooking & Hobby	Craft Paper Craft Foam Vinyl Decals & Lettering	All All All

Thank You!

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