

New Product Information

VersaCAMM VP-300 and VP-540

Wide Format InkJet Printer / Cutters

Overview

The best selling wide format printer in the durable graphics market just got better! The VersaCAMM VP-300 and VP-540 are the latest additions to Roland's innovative, wide format printer/cutter family and represent a new generation of the hugely popular VersaCAMM integrated printer/cutters.

The all new VP series printer/cutter incorporates exceptional upgrades as well as a new sleek design that redefines ease-of-use. The VP-540 and VP-300 offer improved media handling and speed, improved feed accuracy, industrial quality internal parts, and several new automated functions that ensure easy, reliable production and adds to the confident success of the VersaCAMM series.

The newer faster VersaCAMMs can print up to 166 square-feet-per-hour in Billboard Mode and 106 square-feet-per-hour in High Speed Mode (VP-540) but also offer dense, rich color in a variety of modes. This means that output in these higher-speed modes is considered sellable output, with production of a 2'x3' banner in just over 2 minutes!

Every VP-540 and VP-300 ships with Roland VersaWorks RIP software. This full featured software includes several revolutionary new features including Roland Color™, a fully customized and integrated color matching system that revolutionizes the printing experience with Roland printers.

Highlighted in this overview are the features and improvements that make the new VersaCAMM VP-540 and VP-300 printer/cutters exciting additions to the Roland family of color inkjet products.

New features include:

- Max. Print Speed 166 sq ft/hr
- 54" or 30" Maximum Media Width
- New Heavier Roll Capacity
- Multiple Pinch Rollers with Improved Feed
- Improved Ink Delivery System
- New Improved Media Flanges & Stoppers
- VersaWorks™ RIP software featuring Roland Color™
- Ethernet Connectivity



New Features

Faster Print Speeds

The new VP series VersaCAMM printers are as much as 54% faster than the SP series print speeds making them true production machines capable of sellable output even in the highest speed modes. The many engineering advancements that have gone into the new VersaCAMM VP-540 and VP-300, including improvements in solid color printing, advanced firing patterns, precision controlled feed accuracy and software advances, enable unmatched image fidelity in even the fastest modes.

Print Mode	Passes	Print Speed VP-540	Print Speed VP-300
High Speed Banner, 360x540	2 pass	166 sq ft/hr (15.5 m2/h)	124 sq ft/hr(11.6 m2/h)
High Speed, 360x720	4 pass	106 sq ft/hr (9.9 m2/h)	85 sq ft/hr (7.9 m2/h)
Standard, 720x720	8 pass	56 sq ft/hr (5.2 m2/h)	44 sq ft/hr (4.1 m2/h)
High Quality, 1080x1080	9 pass	32 sq ft/hr (3 m2/h)	28 sq ft/hr (2.6 m2/h)
High Quality, 720x1440	16 pass	27 sq ft/hr (2.5 m2/h)	21 sq ft/hr (2 m2/h)
Photo Quality, 720x1440	8 pass	30 sq ft/hr (2.8 m2/h)	25 sq ft/hr (2.3 m2/h)

Additional Printheads and Ink Support

Both the VP-540 and VP-300 feature 4 advanced piezo printheads. This allows enables the VP to feed a single color through each print head and eliminates the possibility of cross contamination of colors. This 4 head design, in combination with the VP series ability to accommodate 440cc cartridges, means increased throughput and productivity when compared to other printers.

To accommodate the 440cc cartridge design, the VP-540 and VP-300 ships with a customized tray which provides additional support and protection for the larger 440cc cartridges.



Improved Ink Delivery System

The new VP units include more robust internal components including new pumps and ink dampers. We fully expect these pumps to have a much longer duty cycle (at least 24 months). Additionally, we have a new, more reliable capping feature. The cantilevered capping station regularly meets the head to ensure the cleanest possible ink head firings.



Media Handling Improvements

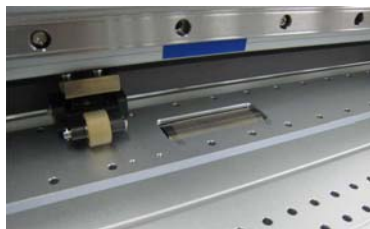
The new VP-540 and VP-300 printer/cutters feature improved media feed and tracking due to advancements of the media roll accessories. This includes new media flanges that expand when twisted to tighten inside the roll, as well as sturdier media roll stoppers that tighten against the flanges on the roller bars behind the unit. This system enables highly accurate media feed and allows the VP-540 to accommodate rolls up to 66 pounds while the Vp-300 can accommodate up to 44 lbs rolls.

In addition there are 8 media presets available in the VP-540 and VP-300. This new feature enables an operator to store variable, media specific, settings such as the optimized cut pressure and heater settings. Use of the media presets allows multiple users, or even the sole user who uses a select number of materials repeatedly, to get precise printing and cutting with every job.



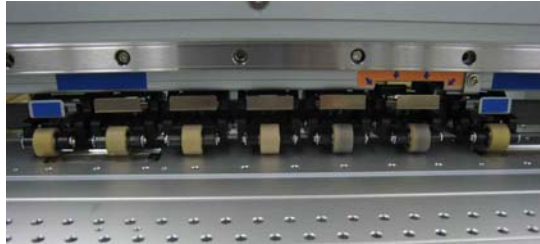
Improved Internal Drive Mechanisms

A new belt drive along with improved grit roller eccentricity has been added to the VP series for improved performance. These features improve feed accuracy along with print and cut consistency and accuracy. We anticipate these new belts to offer over 4 times the longevity as past configurations without the need for periodic tensioning or service to the belt.



Additional Pinch Rollers

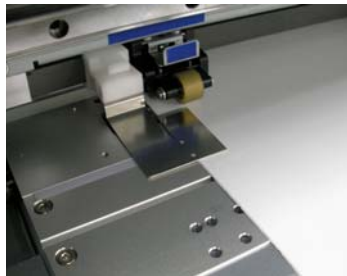
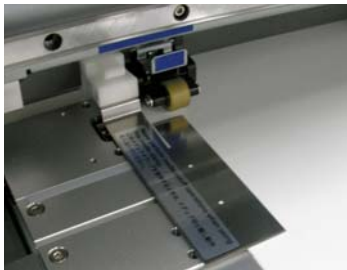
The VP-540 now has a total of 7 pinch rollers. There are 2 fixed conical pinch rollers at both ends of the bed with 5 removable pinch rollers in between for printing a variety of media including banner materials. Depending on the type of media, you can add or remove one or all of these pinch rollers for more efficient media feeding, especially during printing and cutting. The VP-300 has a total of 4 pinch rollers with 2 removable to offer similar efficiency.



The pinch rollers may be easily removed through the channel identified by the arrows when not in use.

Two types of Media Clamps

The lengths of the short and long clamps have been extended to improve holding media flat and help with edge curling or media jamming. This is advantageous with the increased speed of the VP printer/cutters.



New Control Panel

The newer, sleeker look of the units includes a control panel change. Many important features such as TEST PRINT and SHEET CUT are now included under the FUNCTION key, and are simply a few key strokes removed from the main display. Additional functions are also included under the MENU key.



New Optional Take-Up System

A well-designed new take-up system with automatic sensing and a self-tensioning roller bar is offered in the TU2 take-up system. These units give consistent and stable tensioning for a variety of print only jobs including high-speed banner production.



Adjustable Head Height

The print head height on the VP-540 is adjustable to 2 positions with an easy to operate lever. Head height may be adjusted from the default 0.08 inches (2.2 mm) low position up to 0.12 inches (3.2mm). The maximum acceptable media thickness is 39 mil (.039" or 1mm), providing the versatility in accepting a range of materials.

The head height in the VP-300 is fixed at 2.2mm, so it can also accommodate materials up to 39 mil thick (.039 inches or 1.0mm). This is enough to easily accommodate heavy-weight banner and artist canvas substrates, which are generally in the 20 mil range.



Integrated Dual-Heater System

The integrated dual-heater system on the new VP units allows for higher-speed printing with these units. The Pre-heater opens pores in the vinyl or banner material to improve media receptiveness. The Print Heater helps to accelerate ink drying so that prints are dry to the touch off of the printer.

Additionally, the apron has been modified in a stepped pattern to allow for smoother material feed. This is especially desirable for high-speed banner printing.



Ethernet Connectivity

The VP-540 and VP-300 include a 10 Base-T / 100 Base-TX Ethernet port. This proven technology, also used in the SOLJET PRO III units, enables full production printing and seamless integration in diverse environments. The TCP/IP address can be set directly on the new VersaCAMM, via the control panel, so there is no need to use additional software or configuration utilities.



VersaWorks™ Compatibility and Profile Data

RIP Compatibility and Profiles

We are pleased to offer the new VersaWorks 2.2 RIP software with the VP series printer/cutters. This new version of our custom-designed software includes variable data printing as well as the new Roland Color™ color matching system.

Roland Color is a fully customized and integrated color matching system that revolutionizes the printing experience with a Roland device. Both the variable data and color matching features take complicated workflows and simplify them making them very easy-to-understand, even for those not familiar with high-end RIP software packages or color management.

All current media available for the Roland SOLJET and VersaCAMM printer/cutters is compatible with the new VersaCAMM VP series printer/cutters. The list of profiles includes popular ESM products like ESM-GCVP Glossy Calendered Vinyl, ESM-LBV Lightweight Banner Vinyl and ESM-SGP2 Glossy Paper as well as specialty items like PCM-HTM Heat Transfer Material.

Major software vendors including Scanvec Amiable, Cadlink and Onyx are expected to fully support these printers as well.

Summary

The new VP series printers are as easy to use as ever while offering more enhanced features and performance improvements. Built upon the highly successful print/cut concept of the original VersaCAMM printers, the new upgrades add tremendous speed and accuracy at a value price point. We fully expect customers to find these new printers extremely exciting and an excellent addition to the Roland line-up.