



Product Information Guide

The Roland VersaCAMM VS-640

Overview

The World's Best-selling Wide Format Inkjet Printer/Cutter Line

Over fourteen years ago Roland changed the durable graphics market with the success of the integrated printer/cutter. Now the **VersaCAMM VS-640** changes it again. The VS series now combines the best features of all of its predecessors to provide *faster production printing, higher image quality, and three ink configurations including the option to run award winning ECO-SOL MAX* for greater productivity than ever before. The VersaCAMM VS-640 introduces a brand new 8 channel piezo print head technology combined with industry-first ECO-SOL MAX Metallic Silver ink in an entry level package.

Not only did we design the VS-640 to be the most advanced Roland integrated printer/cutter ever –it's very affordable to own at only \$26,495.

The bottom line: when you consider all of the pure print performance and contour cutting capabilities combined with ECO-SOL MAX inks, powerful Roland VersaWorks 4.0 RIP software, reliability, support and warranty, it's clear that the VersaCAMM VS-640 sets a new standard for price/performance in the durable graphics industry.

Built on a foundation of Roland Innovation and Performance

The VS-640 powered by Roland Intelligent Pass Control raises the quality and productivity higher than ever.

- **New print head technology**
 - Achieves maximum 248 sqft/hr in Billboard mode on banner in Dual CMYK ink mode
 - 7 variable droplet sizes to choose from for superior gradations and enriched ink saturation in solid colors
 - Mirrored ink configuration in dual CMYK mode to eliminate chromatic banding
- **Roland VersaWorks 4.0 RIP Software**
 - Latest true Adobe PostScript 3 engine for enhanced color and gradations
 - 2 bit error-diffusion for superior print quality
 - 512 metallic color system library
- **ECO-SOL MAX Metallic Silver ink**
 - Print Silver only or combine with CMYK to create custom metallic colors
 - Opens up high margin specialty markets
 - Compatible with a wide range of coated and uncoated material

Imagine.

- **Widest Print/Cut Width to date**
 - The first entry into 64" cutting
 - Accurate, consistent and reliable
 - Integrated one-click print/cut workflow

The VersaCAMM VS-640 makes it easier and faster than ever to print and contour cut color signs, banners, billboards, POP displays, labels, decals, vehicle and floor graphics, heat transfers for apparel and more. With industry leading support and a 2 year Trouble Free Warranty, Roland is resetting the bar on quality in digital printing.

Pricing: VersaCAMM VS-640 \$26,495; U.S. List Price
Shipping Late March 2010

Key Features

VersaCAMM VS-640

- Roland Intelligent Pass Control™
- State-of-the-art printing technology
- New wiper system
- High-Speed Production Printing in dual CMYK
- Better Image Quality
- ECO-SOL MAX White and Metallic Silver Ink
- Heavy-Duty Media Feed System
- Optional Take-Up System
- Vertical Ink Cartridge Configuration
- VersaWorks 4.0 RIP Software
- Roland OnSupport
- 64" Wide-Format Inkjet Printer/Cutter
- Two-Year Trouble-Free Warranty



Roland Intelligent Pass Control

Roland Intelligent Pass Control technology developed by Roland software engineers represents the pinnacle of inkjet printing. This patent-pending system precisely controls dot placement between passes and delivers unprecedented imaging performance in all resolutions. The technology actually enhances image quality at higher print speeds thereby increasing productivity. So the VS series always produces smooth gradations and solid colors, while achieving faster throughput and virtually no banding in all print modes.



State-of-the-Art Print Technology

The VS-640 incorporates the latest in inkjet technology design. This new 8-channel piezo inkjet head has 180 nozzles per channel in a gold-plated housing to cut down on static electricity buildup which can clog print heads, leading to failure and expensive repair costs.

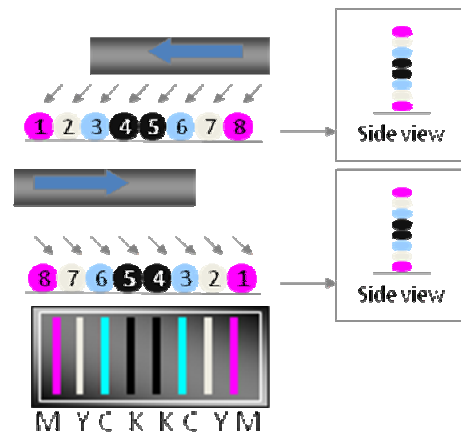


New Wiper System

Combination of regular wiper and newly added side wiper help keep the print head clean and operating normally. The additional side wiper reduces user error and the need for manual cleanings. This wiper configuration is designed to decrease wear and tear on the print head and prolong its life by reducing buildup around the edges of the print head.

High-Speed Production Printing

The VersaCAMM VS-640 powered by Roland Intelligent Pass Control achieves faster printing for greater throughput. On banner media, the VS-640 achieves 248 sfph (23.1sqm/hr) in billboard mode and 141 sfph (13.1sqm/hr) in standard mode in dual CMYK and uses a NEW mirrored color configuration to eliminate chromatic banding by laying down color in the same order whether in Bi-Directional printing or Uni-Directional printing.



4 Color	Vinyl	Banner
Billboard	---	248.6 sqft/hr (23.1 sq m)
High Speed	141 sqft/hr (13.1 sq m)	190.5 sqft/hr (17.7 sq m)
Standard	117 sqft/hr (10.9 sq m)	141 sqft/hr (13.1 sq m)
High Quality	51.6 sqft/hr (4.8 sq m)	58 sqft/hr (5.4 sq m)
6/8 Color	Vinyl	Banner
High Speed	68.9 sqft/hr (6.4 sq m)	95.8 sqft/hr (8.9 sq m)
Standard	58 sqft/hr (5.4 sq m)	68.9 sqft/hr (6.4 sq m)
High Quality	N/A	24.7 sqft/hr (2.3 sq m)

Metallic & White	(High Quality Only)
CMYKLcLmMt	15 sqft/hr (1.4 sq m)
Metallic Silver	19 sqft/hr (1.8 sq m)
White ->CMYKMt	4 sqft/hr (0.4 sq m)
CMYKMt -> White	4 sqft/hr (0.4 sq m)
White	24.7 sqft/hr (2.3 sq m)

Better Image Quality

With seven different dot sizes available, the VS-640 can achieve smoother gradations and richer density for photographic and high resolution vector output. By using a finer dot, the VS-640 can achieve rich, bold color and deep image saturation on more media than ever. By comparison, this new print head produces smaller droplets than the previous head technology in the VP-540i.

Previous print head

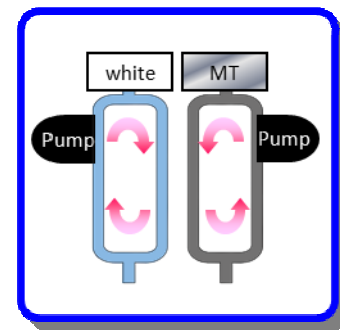


New print head



ECO-SOL MAX White and Metallic Silver Ink

The VS-640 goes beyond just CMYK by adding Metallic Silver and White ink, in addition to Light Magenta and Light Cyan, for printing on a range of substrates including clear vinyl and films. The flexibility of multiple print modes ensures maximum visual impact and strong metallic colors across different media types and applications. Whether creating window graphics, signs, banners, POP displays, vehicle wraps, package comps or even fine art, the VS-640 delivers outstanding print quality and versatility. The included re-circulation system cycles these heavy-pigmented inks to ensure that settling doesn't occur in the lines and saves on ink costs because the ink lines don't need to be purged.



Heavy-Duty Media Feed System

The VS-640 uses Roland's newest, robust media feed system for heavier rolls of material. Roland-designed media flanges provide more robust media handling capabilities when printing on heavier rolls. This development prevents skewing and possible misfeeds and ensures stable media feeding even for long print runs. The VS-640 accepts rolls up to 88 pounds and 8.3" in diameter.



Professional Take-up System Option

The VersaCAMM VS-640 supports an optional automated media feed and take-up system to facilitate precision unattended printing. This system includes a convenient front-mounted take-up roller and an advanced tension-controlled take-up unit for optimum media feed and tracking. The TU2-64 is priced at \$2,094.75.



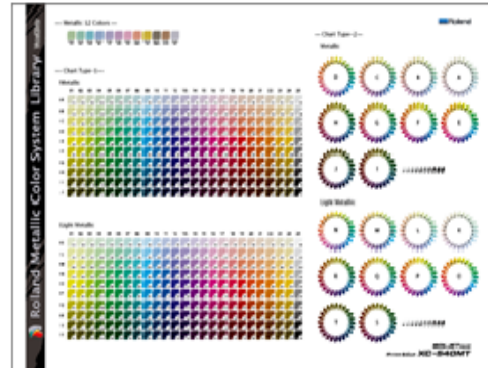
Vertical Ink Cartridge Configuration

ECO-SOL MAX cartridges are inserted vertically to save space and increase ease of use.



VersaWorks 4.0 RIP Software

The VersaCMM VS-640 takes full advantage of the latest Roland VersaWorks™ 4.0 RIP software. This true Adobe PostScript 3 RIP is designed by Roland to ensure exceptional production output with unmatched ease of use. VersaWorks incorporates the latest Adobe CPSI engine for faster RIP processing, better color and smoother gradations and can control up to four Roland devices including GX-series cutters. With Roland@NET, updates are free and easy, automatically uploaded through your Internet connection. The all new Roland Metallic Color library has over 512 metallic combinations for endless color customization.



Roland OnSupport

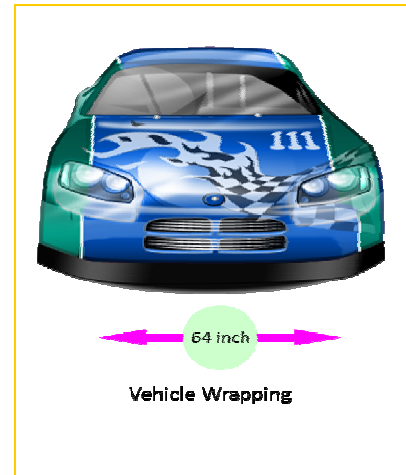
With the release of the VS-640 Roland will also be offering a new online support portal to keep Versaworks updated and provide real time feedback on the user's machine. This system will provide access to manuals and software updates, how-to guides and preventative maintenance guides, machine usage metrics, periodic updates of firmware, ink levels and notifications to the user via cell phone or email. It is provided as a tool for the user to manage their productivity and as a direct feedback tool for the user to contact Roland. Among the list of status features the user can access through OnSupport:



- Device name
- Ink type
- Serial number
- Firmware version
- Print time
- Motor operating time
- Job information (resolution, ink consumption)
- Number and frequency of cleaning cycles
- Number and frequency of sheet cuts
- Ink consumption
- Number and frequency of ink cartridge insertion

64" Wide Format Inkjet Printer/Cutter

For both indoor and outdoor durable graphics, the VersaCAMM VS-640 is the ideal 64" wide-format eco-solvent inkjet printer/cutter. Among our most affordable models, sign shops and print service providers can achieve top-of-the-line print quality and integrated contour cutting in a compact design. Whether producing posters, signs, vehicle graphics, POP displays, labels, decals or soft signage, the VersaCAMM VS-640 delivers the performance and reliability that professionals expect from a Roland. Now by offering a 64" platform the VS-640 can handle popular larger format print/cut applications like vehicle wraps, graphics, pinstriping and paint protection film.



Two-Year Trouble-Free Warranty

Roland inkjets combine unbeatable performance with legendary Roland reliability. As further proof of their unmatched reliability, Roland offers an unprecedented Two-Year Trouble-Free Warranty for the VS-640 when equipped exclusively with Roland inks and the warranty is registered within 60 days of delivery.

Summary

In 1988 Roland brought the CAMM-1 cutter to market, revolutionizing the graphics industry by offering digitalization of previously hand-crafted work. In 1996, Roland brought the CAMMJET printer/cutter to market, revolutionizing the graphics industry by offering full color printing capability in addition to its standard cutting technology. In 2003 Roland brought EcoSol Max ink and the Versacamm to market, revolutionizing the graphics industry by incorporating integrated print/cut technology and high resolution inkjet printing on uncoated media all in one compact easy-to-use package. In 2009 Roland brought metallic Silver ink to the market, revolutionizing the graphics industry with a brand new ink technology creating new markets and applications where there was previously no solution. Now, in 2010, Roland is ready to revolutionize the graphics industry again by bringing the last 20 years of innovation and expertise to one device, incorporating everything that has come before in one robust, powerful package – the VersaCAMM VS-640.

The unique VersaCAMM printer/cutters from Roland have made a major impact in the decorated apparel, signage and graphics markets. Many sign makers and digital printers rely on their Roland devices as the core of their business. Roland remains committed to developing technologies that extend their capabilities and the value of their investment. Roland professional color products combine versatility, affordability and quality to deliver outstanding performance and reliability day in and day out.

The VersaCAMM VS-640 incorporates our latest breakthrough in piezo print head technology. Aside from having two devices in one, the VS-640 also comes in three flavors: Dual CMYK, CMYKLcLmCM and CMYKLcLmWMT for added versatility. Add in the Roland Two-Year Trouble Free Warranty and it's clear that Roland remains the right choice.

More than ever customers expect higher productivity and value from their equipment investment, a market dynamic that continues to shape our development efforts. Ultimately, our goal is to earn each customer's business, maintain their loyalty and attract new users for us and our value-added authorized dealers.

Happy Selling!