

## Product Information Guide

The New Roland SOLJET PRO III XC-540MT

The World's first wide format inkjet printer/cutter developed for Metallic Silver Ink



### Overview

#### Stunning Premium Print/Cut Graphics with Metallic Effects

Roland is pleased to announce the **new Roland SOLJET PRO III XC-540MT** inkjet printer/cutter, one of our most advanced print/cut devices ever. Featuring a new innovative Ink Circulation System to optimize ink usage, the new XC-540MT merges the same high-quality, high-production printing and accurate, automated hands-free contour cutting of the renowned SOLJET PRO III XC-540 with the stunning properties of the **new Metallic Silver ECO-SOL MAX ink**, named 2009 DPI Product of Year. This new XC-540MT delivers vibrant graphics powered by the impact of Metallic Silver which combines with CMYK printing to produce a rich spectrum of metallic colors. Silver, gold, bronze and other metallic colors are just the beginning as the XC-540MT unleashes virtually unlimited creative possibilities.

#### Metallic Silver and White Ink for Unique Applications

The XC-540MT goes beyond just CMYK and adds Metallic Silver and also White ink for printing on a range of substrates including clear vinyls 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 XC-540MT delivers outstanding print quality and versatility.

#### Roland Innovation Creates New Opportunities

Innovation always sparks creativity and new opportunities. The new XC-540MT integrates all of the performance of the current award-winning XC Series and extends its capabilities with a brilliant metallic color palette. The versatility of printing metallic colors on vinyl, paper, banner, transparent film and even canvas enables graphics professionals to bring new premium services to their customers for increased profitability.

- **Newly formulated Metallic Silver ECO-SOL MAX ink**
  - Print Silver only or combine with CMYK to create custom metallic colors
  - Excellent density, opacity and brilliance
  - Opens up high margin markets
  - Compatible with a wide range of coated and uncoated materials
  
- **Advanced Ink Circulation System**
  - Dramatically lowers running costs for Metallic Silver and White ink
  - Optimizes ink usage to ensure consistent print quality

The new XC-540MT is the ultimate high-volume production tool for stunning indoor and outdoor banners, signs, vehicle graphics, decals, POP displays, package comps, fine art and more. The XC-540MT is the industry's most advanced printer/cutter featuring Roland's Intelligent Pass Control technology for unmatched productivity and flawless print quality in every print mode.

For maximum productivity, the XC-540MT features an advanced media feed and automatic take-up system, a tri-heating system and dryer/blower unit. As an alternative, for customers who need white ink but not metallic ink capabilities, the XC-540MT can be configured at installation as a 5-color model equipped with CMYK and White ECO-SOL MAX ink to create bold white graphics for packaging comps, window graphics, POP, labels and decals.

**Pricing & Availability: SOLJET PRO III XC-540MT \$39,995 U.S. List Price**

**Eco-SOL MAX Silver ink: \$229.99 per 220ml cartridge**

**Worldwide Announcement Date: October 26th, 2009**

**Shipping: December 2009**

## Key Features

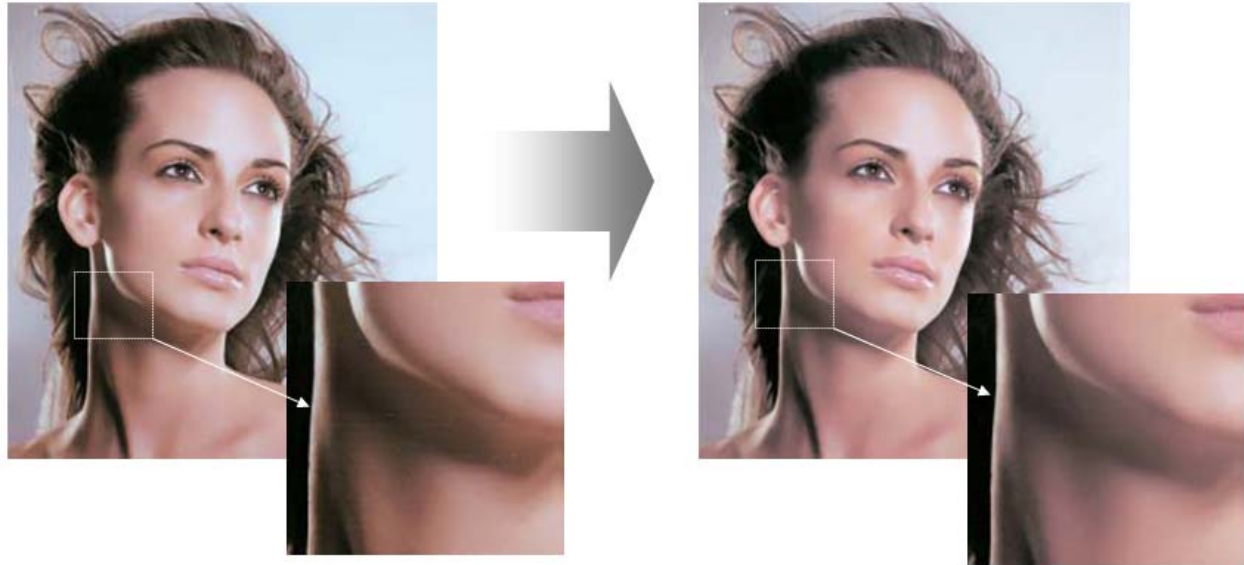
### New SOLJET PRO III XC-540MT

- Roland Intelligent Pass Control
- Outstanding Print Quality
- High-Speed Production Printing
- New Advanced Metallic Silver ECO-SOL MAX ink
- New CMYK+Metallic Silver+White Ink Configuration
- New CMYK+WW Ink Configuration Option
- Intelligent Ink Circulation System
- Heavy-Duty Media Take-Up System
- VersaWorks RIP Software
- Integrated Tri-Heater System
- Dryer/Blower Unit (DU-540) Included
- 54" Printer/Cutter
- Two-Year Trouble-Free Warranty

### Roland Intelligent Pass Control

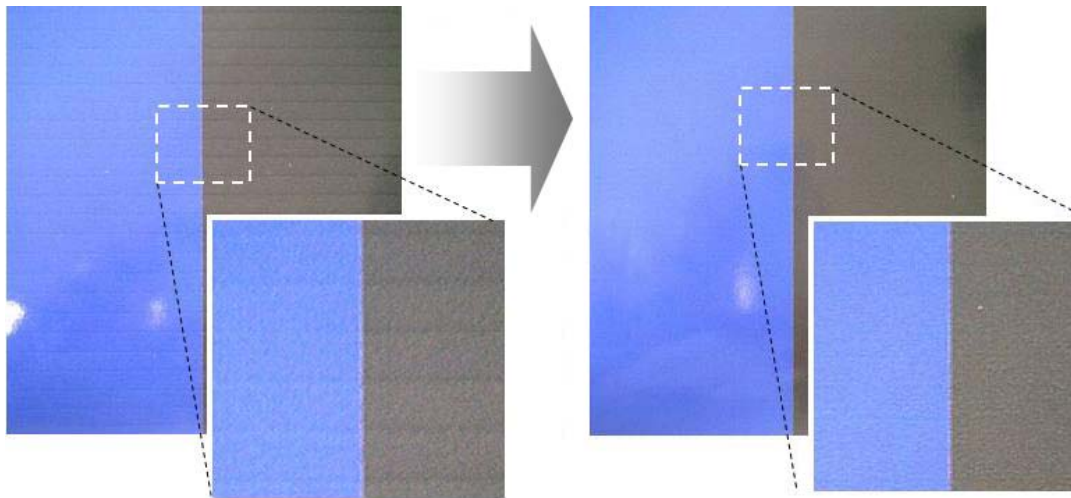
Roland Intelligent Pass Control technology developed by Roland software engineers represents the pinnacle of inkjet printing. This patent-pending system precisely controls dot placement between passes and delivers unprecedented imaging performance in all resolutions. The technology actually enhances image quality at higher print speeds thereby increasing productivity. TheXC-540MT always produces smooth gradations and solid colors while achieving faster throughput and virtually no banding in different print modes.





**Without Roland Intelligent Pass Control**

**With Roland Intelligent Pass Control**



### **Outstanding Print Quality**

The new XC-540MT produces great looking photorealistic graphics independent of viewing distance. The printer precisely controls droplet placement in both the print head travel and paper feed directions to provide up to 1440x1440 dpi resolution.

The XC-540MT features digital servomotors to micro-position the media for precision imaging. Variable droplet technology uses three droplet sizes to allow for the right amount of ink to be deposited on the media at precisely the right time and in exactly the right place. This state-of-the-art implementation of Piezo print head technology delivers truly breathtaking output with beautifully smooth, band-free, dead-on accurate color - even at high print speeds.

## High Speed Production Printing

The XC-540MT delivers fast printing speeds with excellent image quality on a wide range of media whether printing on banner or lower cost uncoated vinyl media for greater productivity and versatility. The maximum print speed for the XC-540MT is 441 sfph in CMYK mode. When printing with only Metallic Silver the XC-540MT prints up to 23 sq.ft/hr at 720x1440 dpi. When printing in CMYKmt mode at the same resolution, max print speed is 17 sq.ft/hr. Metallic Silver ECO-SOL MAX ink produces rich silver and metallic color fills along with sharp text and graphics that look great both up close and at a distance.

High Quality mode	Resolution	Printing Speed		
Vinyl or Banner		Color	Metallic	White
CMYKmt	720x1440 (10 pass)	17 sfph (1.6 sq m/hr)		-
Metallic Silver	720x1440 (10 pass)	-	23 sfph (2.1 sq m/hr)	-
CMYK	720x1440 (9 pass)	57 sfph (5.3 sq m/hr)	-	-

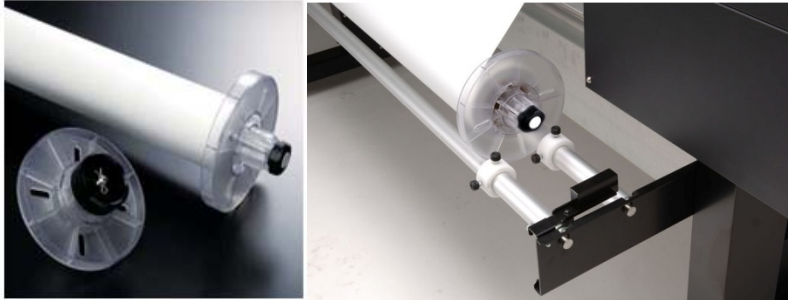
High Quality mode	Resolution	Printing Speed		
Clear PET Film		Color	Metallic	White
CMYKmt	720x1440 (10 pass)	17 sfph (1.6 sq m/hr)		-
CMYKmt onWhite	720x1440 (10 pass)	17 sfph (1.6 sq m/hr)		-
CMYKmt underWhite	720x1440 (10 pass)	17 sfph (1.6 sq m/hr)		-
White->CMYKmt	720x1440 (16 pass)	3.2 sfph (0.3 sq m/hr)		
CMYKmt->White	720x1440 (16 pass)	3.2 sfph (0.3 sq m/hr)		
MetallicSilver	720x1440 (10 pass)		23 sfph (2.1 sq m/hr)	-
CMYK	720x1440 (9 pass)	57 sfph (5.3 sq m/hr)	-	-
White	720x1440 (16 pass)	-	-	39 sfph (3.6 q m/hr)

Banner (CMYK mode)	Resolution	Print Speed
Billboard	360 X 360 (1 pass)	441 sfph (41.0 sq m/hr)
High Speed (1)	540 X 360 (2 pass)	301 sfph (28 sq m/hr)
High Speed (2)	540 X 360 (3 pass)	207 sfph (19.2 sq m/hr)
Standard	360 X 720 (4 pass)	151 sfph (14.0 sq m/hr)
Standard	360 X 720 (5 pass)	126 sfph (11.7 sq m/hr)
High Quality	720 X 720 (8 pass)	75 sfph (7.0 sq m/hr)
High Quality	720 X 720 (9 pass)	70 sfph (6.5 sq m/hr)
Vinyl (CMYK mode)		
High Speed	540 X 360 (3 pass)	209 sfph (19.5 sq m/hr)
Standard	360 X 720 (4 pass)	151 sfph (14.0 sq m/hr)
Standard	360 X 720 (5 pass)	126 sfph (11.7 sq m/hr)
Standard	540 X 720 (6 pass)	100 sfph (9.3 sq m/hr)
Standard	540 X 720 (7 pass)	89 sfph (8.3 sq m/hr)
High Quality	720 X 720 (8 pass)	75 sfph (7.0 sq m/hr)
High Quality	720 X 720 (9 pass)	70 sfph (6.5 sq m/hr)
High Quality	720 X 1440 (9 pass)	58 sfph (5.4 sq m/hr)
Artistic	1440 X 1440 (17 pass)	30 sfph (2.8 sq m/hr)

Print speeds may vary based on print modes and media profiles

## Robust Media Handling

The XC-540MT provides robust media handling capabilities for printing on heavier rolls. The flanges prevent skewing and possible misfeeds and ensure stable feeding of the media even during long print runs. The XC-540MT is designed to handle rolls weighing up to 66 pounds.



## Heavy-Duty Take-Up System

The XC-540MT includes an automated media feed and take-up system to facilitate precision unattended printing. This pre-assembled unit includes convenient front-mounted feed and take-up rollers and an advanced tension-controlled take-up system for optimum media feed and tracking.

## Advanced ECO-SOL MAX Ink

ECO-SOL MAX eco-solvent ink delivers high color density and a wide gamut for exceptional images print after print. These inks were designed to perform well on a wide range of coated and uncoated media including clear films for increased versatility. Fast-drying and scratch-resistant, these genuine Roland inks produces prints that dry quickly for easy handling throughout the production and finishing processes. Packaged in no-mess 220ml or 440ml cartridges, ECO-SOL MAX is virtually odorless for maximum convenience and comfort.

## XC-540MT Ink configuration for Metallic Silver



## New Metallic Silver ECO-SOL MAX Ink

New Metallic Silver ECO-SOL MAX ink offers brilliant imaging performance and creates bright silver text and graphics as well as rich metallic colors when combined with CMYK. Priced at \$229.99 per 220ml cartridge, the cost per ml is \$1.05. The average ink cost for a full silver flood as a spot color comes to about \$1.97 per square foot on vinyl and about \$1.80 on clear film. The new Metallic Silver ink offers excellent density and opacity. When printing with Metallic Silver and CMYK, less silver ink is used which will reduce the cost per square foot by up to 50%. The amount of silver ink required depends on the Roland metallic color selected as well as the media. The ink estimator feature in Roland VersaWorks can help determine ink usage and control printing costs.

## XC-540MT Ink configuration for White

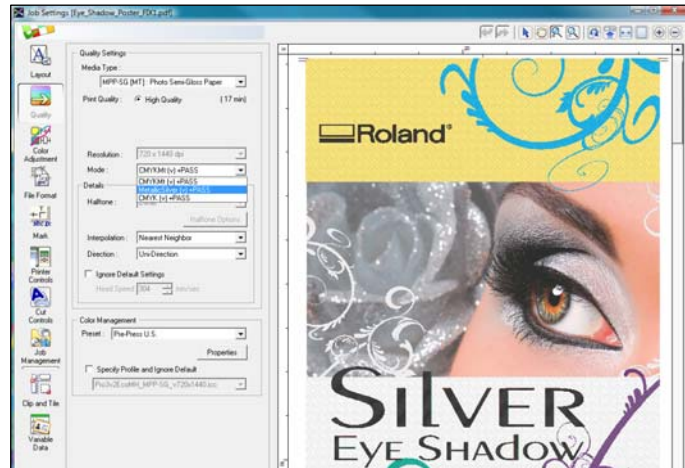


### White ECO-SOL MAX Ink

White ECO-SOL MAX ink offers excellent density and opacity on a wide range of clear, transparent media. Priced at \$99.99 per 220ml cartridge, the cost per ml is \$.45. The average ink cost for a full 200% saturation white area is \$1.26 per square foot. In conjunction with Roland Intelligent Pass Control the precise dot shape and advanced formulation further guarantees smooth gradations and sharp text and graphics on a wide range of coated and uncoated media.

### VersaWorks

Metallic Silver ECO-SOL MAX Ink and the XC-540MT were developed in tandem with VersaWorks™ 3.3. This newest version RIP was written by Roland software engineers to ensure exceptional production output with unmatched ease of use. VersaWorks is built upon the genuine Adobe® PostScript® CPSI 3018™ engine. It supports true Adobe® PostScript® 3 and can be used on Windows Vista, XP and 2000 operating systems.



VersaWorks recognizes the unique properties of files created for Metallic Silver or White ink and optimizes those files for output to the XC-540MT. In addition, VersaWorks' advanced custom profiles help ensure quality output when using the high density required for silver or white ink applications.

### Eight Metallic Silver Printing Options

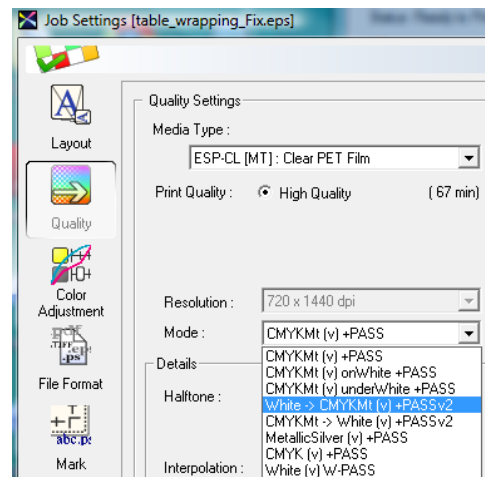
VersaWorks features printing options that support combinations of Metallic Silver, White and CMYK inks.

On Standard media:

- CMYKmt
- MetallicSilver

On transparent media:

- CMYKmt
- MetallicSilver
- CMYKmt onWhite
- CMYKmt underWhite
- White->CMYKmt
- CMYKmt->White



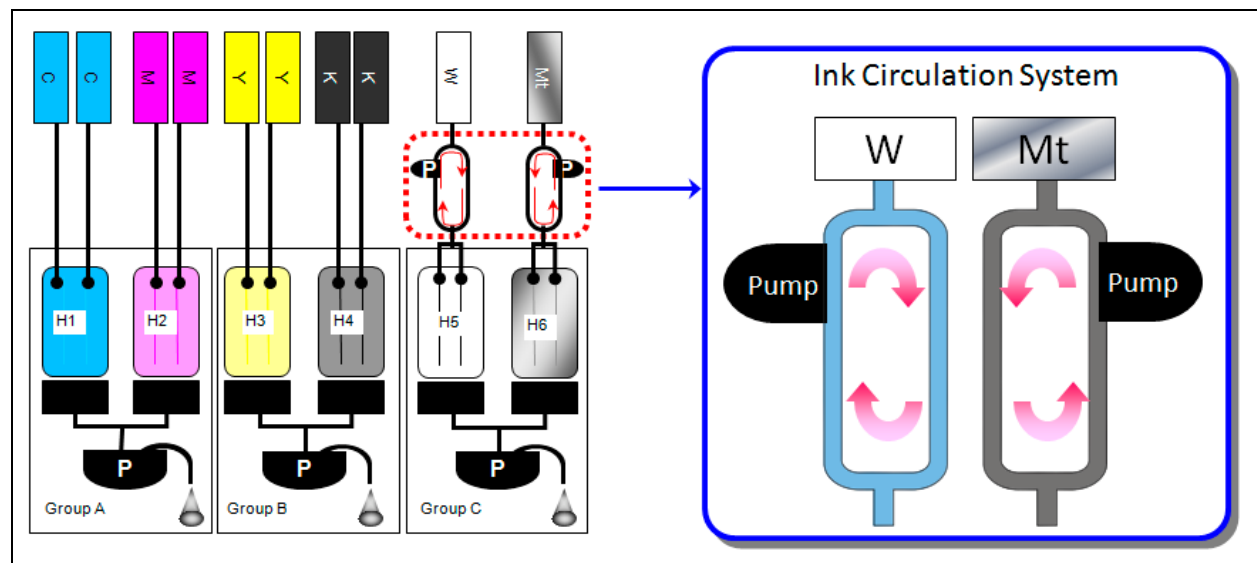
When White is printed as an undercoat, it further enhances the opacity of graphics containing CMYK-based metallic colors for vibrant text and graphics. This high image quality can be achieved via single-pass or dual pass printing depending on the mode selected. The modes named onWhite or underWhite are dual pass printing modes which require the White layer to be printed first, prior to printing the CMYK or CMYKMT layer.

### New Innovative Intelligent Ink Circulation System

It is a well known fact that metallic silver and white inks contain heavy pigments that can settle over time, decreasing the density of silver and white output and impacting the nozzles if not purged from the system periodically. This innovative patent-pending system circulates the metallic silver and white inks every 12 hours to prevent the settling of pigments in the lines. In addition, this system controls the discharge of metallic silver and white ink and minimizes waste by monitoring the metallic silver and white ink's usage and the types of jobs that are printed. A normal ink circulation uses 1.5ml total for Metallic silver and white. A normal ink discharge uses approximately 13 ml of metallic silver and white ink combined.

An ink discharge cycle will not be executed unless all following conditions are met: (1) the printer receives a job with metallic silver or white data, (2) between 6 hours to 72 hours or longer has passed since the last ink discharge.

Elapsed Time	0 to 6 hours	6 to 72 hours	More than 72 hours
Total Ink Consumption	0 ml	13 ml	17ml



By preventing unnecessary discharges and minimizing the amount of ink that is subject to settling, this automated system significantly reduces ink waste and eliminates the daily and bi-weekly Ink Renewal cycles that are required with the XC-540W. Note that the metallic silver and white ink cartridges still need to be shaken prior to use each day as the ink in the cartridge is not circulated by this system.

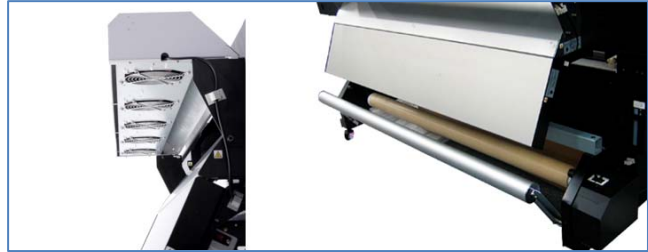
In tests conducted internally with different usage scenarios, the amount of ink discharged by the XC-540MT was 84% lower than the XC-540W, translating into significantly lower operating costs and improved yield from white and silver ink cartridges.

## Integrated Tri-Heater System

The XC-540MT includes an integrated tri-heater system which dries prints quickly even in high-speed modes for immediate finishing, installation or collection by the take-up system. The system features three components: a pre-heater that improves media receptiveness, a print heater to accelerate ink fastness and brightness, and a dryer to accelerate the drying process and improve productivity, workability and scratch resistance. Heater settings are either user adjustable at the control panel or communicated within the VersaWorks media profile.

## Dryer/Blower Unit

For media and applications requiring highly saturated images a dryer/blower unit comes standard. The DU-540 ensures the ability to print at full speed while using the take-up rollers with absolutely no image transfer. This dryer unit is recommended when operating the XC-540MT in a white ink and/or silver configuration. Roland recommends 15 minutes of dry time when printing with white or metallic silver inks.



## 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 XC-540MT when equipped exclusively with Roland inks and the printer registered within 60 days of delivery.



## 54" Complete Printer/Cutter System

For large contour-cut graphics, the XC-540MT is the ideal 54" integrated printer/cutter. As Roland's top-of-the-line printer/cutter, the XC-540MT prints and contour cuts precision graphics on one device through one seamless workflow for maximum productivity. The XC-540MT combines PRO III series speed and precision with this advanced print/cut technology for stunning six-color vehicle graphics, signs, POP displays, labels and decals. The XC-540MT also can also be used as a stand-alone vinyl cutter.

## Summary

The revolutionary new SOLJET PRO III XC-540MT combines the robust functionality of our award-winning SOLJET PRO III XC-540 54" printer/cutter with the latest innovations from Roland: a breakthrough Metallic Silver ECO-SOL MAX ink and a new Intelligent Ink Circulation System. Roland Intelligent Pass Control® assures the highest productivity while maintaining smooth gradations and flawless solid colors. By merging unattended printing and automated contour cutting into a single device, the XC-540MT streamlines the production process for labels, decals, POP, banners, signs and vehicle wraps.

With the new Roland SOLJET PRO III XC-540MT, customers still get the best of both worlds - high-quality, durable printing and ultra-efficient, workflow-integrated contour cutting. The new opportunities generated by adding the



capabilities of Metallic Silver, CMYK and White ink printing in a single device clearly show the advantages of once again going with Roland.

No other printer or printer/cutter on the market today can match the capabilities of the XC-540MT. But beyond the technical benefits of Metallic Silver and the new Ink Circulation System, the business opportunities that the XC-540MT creates for current and potential new Roland owners are just as exciting. The XC-540MT is designed to boost creativity for premium, profitable high quality output, opening the door to lucrative new markets.

So by developing key improvements to our flagship product, Roland demonstrates its ongoing commitment to the success of its customers and strengthens its leading market position in the process. For many satisfied Roland customers, the original XC-540 has been the heart of their business and extremely well received. The XC-540 has already returned the investment to their owners many times over. We expect the excitement generated by the introduction of the new XC-540MT and our commitment to new innovative solutions to resonate with loyal Roland customers and new users, resulting in even more positive reviews, awards and new sales opportunities.

Happy Selling!