



Roland's New XJ-640 SOLJET PRO III Inkjet Printer Wins Prestigious DPI Product of the Year Award

IRVINE, CA, October 31, 2007 Roland announced that the company's new SOLJET PRO III XJ-640 64" inkjet printer was named DPI Product of the Year for the Output Device Poster Category in SGIA's annual competition. Roland's VersaWorks 2.2 RIP software and SCM-GPPG Glossy Photobase Paper earned DPI Partner Awards for the Output Device Poster Category as key components in producing the winning print.

Entries for the DPI Product of the Year competition were judged on the Expo show floor at the recent SGIA conference in Orlando by a team of digital imaging professionals. In the Output Device category, entrants were required to submit a test print produced from the nominated device. The image, designed by SGIA, was intended to challenge the output device's capabilities. Roland's SOLJET PRO III XJ-640 outperformed all competitive products to take top honors.

We are honored that Roland products were selected for these prestigious awards, said Brian McLeod, vice president of corporate marketing for Roland. The SOLJET PRO III XJ series of inkjets is part of our new Pure Print Performance product line-up and reflects the newest advancements in Roland digital printing technology. It is our goal to offer customers solutions that deliver the highest levels of quality, performance and value.

DPI Product of the Year: SOLJET PRO III XJ-640

Roland's SOLJET PRO III XJ series printers take productivity and performance to a new level with exceptionally high print speeds and stunning image quality in every print mode. Roland's XJ-640 delivers print speeds of up to 449.5 sqft./hr. and image quality of up to 1440x1440 dpi. Other members of the SOLJET PRO III series include the 54" XJ-540 and 74" XJ-740 printers, and the 54" XC-540 printer/cutter.

The XJ series addresses every need of today's production shop and excels at high-volume, 6-color printing of banners, signs, billboards, vehicle and fleet graphics and wraps, flexible-face signage and more. Roland's Precision Firing Pattern produces vibrant, high-density colors at the highest print speeds. The outstanding image quality of the XJ series makes it ideal for indoor graphics as well, including posters, POP displays and fine art reproductions.

The XJ series features Roland's scratch-resistant ECO-SOL MAX ink, the industry's best-selling ink for durable graphics applications. For optimum performance, the XJ series offers a host of additional features that both automate and expedite the production process. The XJ series comes bundled with VersaWorks RIP software, is supported by Roland's certified media line-up, and is backed by Roland's Two-Year Trouble-Free Warranty covering two full years of parts and labor.

DPI Partner Award: Roland VersaWorks 2.2 RIP Software

VersaWorks RIP software is easy to use and offers advanced features including a new Max Impact color management preset, the Roland Color Matching System for spot color matching and variable data printing for easy, custom prints with variable data. The Max Impact preset produces deeper, more vivid blues and reds, the fundamental colors for outdoor graphics, while preserving the overall color balance required for beautiful, photorealistic images. VersaWorks also includes more than 150 ICC profiles for reliable results every time on the widest range of media solutions in the industry. The Roland@NET automated update feature ensures ongoing access to the latest VersaWorks version and profiles available. Built on an Adobe Postscript engine, VersaWorks is compatible with Windows XP Professional, 2000 and Windows Vista.

DPI Partner Award: SCM-GPPG Glossy Photobase Paper

Roland SCM-GPPG Photobase Paper is a medium weight glossy paper with excellent contrast characteristics. Specially treated, SCM-GPPG is the perfect receptor for solvent inks and a versatile solution for a variety of indoor graphic applications.

Award-Winning Roland Innovation

Roland is best known as the world's number one provider of wide-format inkjet printers for durable graphics. The company offers one of the industry's most extensive lines of wide-format inkjets printers and printer/cutters with eco-solvent, solvent, aqueous and sublimation models ranging from 30" to 104" in width. Every Roland inkjet printer is supported by a tightly integrated suite of technologies to ensure optimum print quality and reliability.

Over the years, Roland products have won numerous industry awards including multiple DPI Product of the Year awards and repeated victories at the Andre Schellenberg Awards and DIMA Digital Printer Shootout. Other honors include the Seybold Hot Pick Award, PEI Cool2 Award, 3D Design Magazine's Editor's Choice Award, Wide-Format Imaging Readers' Choice Awards and Graphic Design's Fall Forty.

Roland DGA Corporation

Roland DGA Corporation and affiliated companies are pioneers in the development of innovative digital technology for creative professionals. From its inception as part of world-renowned Roland Music, Roland DGA Corp. has introduced an award-winning product line that continues to set new standards for precision, reliability and performance. Professionals worldwide rely on Roland equipment and personnel everyday in the sign, grand-format, sublimation, digital graphics, fine art, photography, engraving and 3D modeling industries.

Headquartered in Irvine, California, Roland DGA Corp. serves as the U.S.-based marketing, distribution and sales arm of Roland DG Corporation of Hamamatsu, Japan. Affiliated companies include Roland US and Roland Audio in Los Angeles, CA; Rodgers Instrument Corporation of Hillsboro, OR; and Edirol Corporation of Seattle, WA. Roland DG Corporation is listed on the Tokyo Stock Exchange.

Roland DGA is ISO 9001:2000 certified, and Roland DG is ISO 9001:2000 and 14001 certified. Roland's Color Products strategic business units market and support the company's advanced inkjet technologies in North and South America (except Brazil) through its Authorized Resellers.

For more information on Roland Color Products, please call (800) 542-2307 or visit the Web site at www.rolanddga.com. For more information on Roland's Advanced Solutions Division, please call (888) 273-8895 or visit the Web site at www.rolandasd.com.



