

# **New Desktop Device Permanently Imprints Photos Into Acrylic & Metal Surfaces**

*MPX-70 Metaza Photo Impact Printer lets studios increase profits with personalized jewelry, pendants, key chains, clothing and charms.*

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**LAKE FOREST, CA September 8, 2005** Roland Advanced Solutions Division (ASD) today introduced a new desktop device that allows retail photo shops and professional photography studios to offer customers a wide range of personalized giftware. The MPX-70 Metaza Photo Impact Printer uses a unique technology to create permanent impressions into jewelry, pendants, key chains, clothing and charms.

“The MPX-70 is a hot new product,” said Gerald Hiller, Roland ASD general manager. “It lets photo shops capitalize on the rise of digital photography and differentiate themselves from big-box retailers.”

QuickPIX Photography is an excellent example. After this New York photography studio bought a Photo Impact Printer, its sales grew by 60 percent in the first month. “The hip-hop crowd wants shiny personalized zipper tags. Grandmothers want a cute picture of the grandkids on everything from key chains to designer bracelets. We are putting photos on all types of jewelry. Much of it is fashion oriented, very trendy and creative,” said Mike Shaw, president of QuickPIX.

The MPX-70 permanently imprints digital images into hard acrylic and metal surfaces, including aluminum, stainless steel, brass, gold, silver and platinum. The desktop device uses a carbide-tipped stylus to strike the surface with high speed and precision. It accurately reproduces the delicate gradations of halftone, line art and/or text. The MPX-70 achieves resolutions up to 529dpi and can personalize pendants in less than six minutes.

The MPX-70's advanced carbide-tipped stylus cartridge helps to ensure quality output and trouble-free operation. The cartridge contains nine tips and automatically switches to a new one when it is needed. At long last, when the cartridge uses all of its “nine lives,” it easily swaps out with another.

## **MPX-70 Features & Specifications**

- Personalizes pendants in less than six minutes
- Achieves resolutions up to 529dpi
- Imprints acrylic, aluminum, stainless steel, brass, gold, silver and platinum
- Personalizes objects up to 3.54” x 3.54” x 0.78”
- Bundled Dr. METAZA2 photo editing software

With a USB port, the MPX-70 sets up as easily as a desktop printer. Once up and running, photographers can begin imprinting in just three steps. Import an image via scanner or digital camera, layout and edit graphics, and press print.

Bundled Dr. METAZA2 photo editing software makes it easy to manage images and add text, frames and borders. It even allows users to remove backgrounds and rotate text and images. The software imports data files in JPEG or BMP format and accepts data from digital cameras and TWAIN-32 compatible scanners. No other program is needed.

The Metaza Photo Impact Printer personalizes objects up to 3.54" x 3.54" x 0.78", and fits on any small desk with a desktop or notebook PC running Windows® 98SE or later. The MPX-70 is currently shipping with a list price of \$3,995.

### **Roland Advanced Solutions Division**

Roland ASD develops advanced solutions for the sign making, engraving, jewelry design and CAD/CAM industries. Major products include CX series vinyl cutters, EGX series engravers, MDX series milling machines, LPX series 3D laser scanners and MPX series photo impact printers. The strategic business unit is a division of Roland DGA Corporation – an industry leader in wide-format printing and integrated print/cut technology. Roland ASD serves customers throughout North and South America with cutting-edge technologies and skilled dealers. For more information, please call (888) 273-8895 or visit the Web site at <http://www.rolandasd.com>.

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