



## Introducing the New MPX-90 Desktop Impact Printer

On February 18th, Roland will introduce the new and improved MPX-90. After years of excelling in the personalization and giftware markets, with the MPX-50, 60, 70 and 80, the new features of the MPX-90 will not only help continue its success, but also enable it to enter the industrial marking arena.

### Here are just a few of its features:

Feature	Benefit for Customer
\$4,495 MSRP	Greater capabilities than predecessors Competitive pricing & robust features for industrial market
USB Connectivity	Quick & easy connection to PC
MetazaStudio Software included	Image & photo layout software easily manages variety of input
Dr. Engrave Software Included	Serialization function and variable data function
Faster Throughput	Get more jobs finished in a shorter amount of time
3x the Impact Force	Produce clear, bright images and text making it ideal for industrial market
Center Vise	Position materials vertically or horizontally for greater ease of use
Imprints virtually any length	With cover open, can imprint one end of a product or personalize larger items such as frames or awards

## Discontinued Products and Upgrade Promotion

With the launch of the MPX-90, Roland will discontinue the MPX-70 and MPX-80 models. For a limited time, customers can take advantage of the following upgrade promotion for select MPX models:

- MPX-50 and MPX-60 owners will receive \$500 off the purchase of new MPX-90
- MPX-70 owners will receive \$750 off the purchase of a new MPX-90

This offer is valid from 2/16/10-4/30/10. To redeem, customers must simply register or confirm registration of their MPX-50/60/70 and send the attached form to Roland.

### Promotion:

- Email Blast to potential and current customers
- Ads will appear shortly in Engravers Journal, A&E, and Industrial and Specialty Printing

### Timeline:

- **February 15th:** Worldwide launch and public announcement via website and press release
- **Late February:** Advertisements hit major publications
- **Mid March 2010:** Inventory available

Imagine.  Roland®