

**Frequently Asked Questions**Q. What is the key sales message for the XC-540?

A. The 2008 XC-540 with Roland's proprietary Intelligent Pass Control technologies brings higher performance and new application solutions to the Roland SOLJET family of products. Increased productivity, enhanced image quality, versatility and ease of use really set the XC-540 apart from the competition. With a maximum print speed of 441 sfph, precise and easy-to-operate Print/Cut abilities, an advanced accurate media handling system, and 2 year warranty, the XC-540 stands alone as the leader in quality production of outdoor durable Print/Cut and banner graphics.

Q. What are some of the key features and benefits of the 2008 XC-540?

A. The new 2008 XC-540 offers several major enhancements designed to maximize image quality, productivity and versatility for the most demanding print/cut applications.

1. *New Roland Intelligent Pass Control.* This feature was originally developed by Roland software engineers for the XJ Series. Now optimized and fully implemented in the XC-540, the new algorithms for dot placement create a masked pattern that ensures accuracy in filling in the smallest gaps between passes. The result is consistently smooth gradations and solid color fills with virtually no signs of banding across a wide range of media.
2. *Redesigned roll media flanges.* These new media flanges, similar to the VP series, ensure highly accurate media feed along the entire print job.
3. *Precision Firing Pattern for improved print quality and consistent color.* When operating with VersaWorks, the XC-540 uses Light Ink Control, a powerful feature that reduces the impact of banding in bi-directional modes and of white banding caused by slight feeding errors. The feature raises ink density by increasing the ratio of Lc and Lm, resulting in smaller spaces between the landed dots.
4. *Roland VersaWorks 2.6 RIP software.* This powerful software-based RIP includes essential features such as the Roland Color System for spot color matching, Variable Data Printing for customized job

output, and the Max Impact preset for richer color contrast, outstanding image quality and maximum productivity.

5. *Greater image quality at higher production speeds.* By using Roland Intelligent Pass Control in all modes, image quality is enhanced, even in bi-directional printing.
6. *Faster print speeds across a wide range of coated and uncoated media:*

<b>Banner</b>	<b>Resolution</b>	<b>Print Speed</b>
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)
<b>Vinyl</b>		
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)

7. *Optional Dryer Unit available.* DU-540 improves dry times for high-speed, high-density printing.
8. *Adjustable head height levels.* Two levels are available – High 3.2 mm and Low 2.2 mm.
9. *The maximum media weights.* The maximum media weights for the XC-540: 66 lbs.
10. *The maximum media width.* The maximum media width: 54" roll, printing/cutting width: 53".

## **Release & Pricing:**

### **Q. What is the list price of the new 2008 XC-540?**

A. The list price for the new 2008 XC-540 is \$29,995, the same price as the previous model. The XC-540 features ECO-SOL MAX inks and is available in the following ink configurations: 6-color CMYKLcLM, 4-color CCMMYK, and 5-color CMYK+W using a new, improved White ECO-SOL MAX ink. There is also an optional dryer and blower unit, the DU-540, available for an additional \$2,995.

### **Q. When will the new 2008 XC-540 be available?**

A. The 2008 Pro III XC-540 is being announced on January 25, 2008. It will begin shipping in early February 2008. Dealer inventory of the current XC-540 can be sold to customers knowing that they will receive the Print Performance Upgrade outlined below at no charge. There is no reason to delay a purchase decision.

## **Pure Print Performance Upgrade Program**

### **Q. What is the Pure Print Performance Upgrade program?**

A. As part of the introduction of the new 2008 XC-540 printer, Roland is introducing an upgrade kit that will be available for all existing XC-540 owners. This kit - valued at \$1500 - consists of upgraded roll media flanges, along with new downloadable firmware featuring Roland Intelligent Pass Control, the latest Roland VersaWorks 2.6 RIP software and new ICC media profiles. Once updated, the XC-540 will print up to twice as fast in standard mode on vinyl while displaying superior image quality, smoother gradations and solid fills with virtually no banding.

### **Q. What is the cost of the Pure Print Performance Upgrade Program and when will it be available?**

A. The Pure Print Performance Upgrade is free of charge for warranty registered XC-540 owners in appreciation of their loyalty and support. Customers in the U.S., Latin America and Canada can order the

free upgrade starting January 25, 2008 from Roland DGA's website. The direct link to Roland's webpage for the XC-540 Pure Print Performance Upgrade page: <http://www.rolanddga.com/xcupgrade>

Roland XC-540 customers will be able to register their unit online if they haven't already and confirm their shipping address for the new media flanges. Once the kit has been ordered, customers can download the upgraded firmware, VersaWorks 2.6 RIP software and new ICC profiles the same day.

**General Information:**

Q. What is the ink cost per square foot?

A. The average ink pricing is \$.18 per square foot.

Q. Is there a take-up system available for the XC-540?

A. The XC-540 comes equipped with the TU-2 Take-Up System. The standard TU-2 system increases the XC-540's media handling capabilities and optimizes its production footprint for unattended printing.

Q. What are the warranty terms included with the purchase of a Roland XC-540 printer?

A. The XC-540 includes a two-year factory on-site warranty upon registration of the machine within 60 days of purchase. The warranty is only valid with the exclusive use of Roland ECO-SOL MAX inks.

Q. Which version of VersaWorks is needed to run the XC-540?

New 2008 XC-540 units will ship with VersaWorks 2.6 Existing XC-540 customers will be able to obtain the newer versions through online updates.

Q. Do I need new profiles if I already have an XC-540?

A. Yes. In addition to upgrading the firmware to version 2.2 or later, new XC-540 ICC profiles are required. The new profiles are important because Intelligent Pass Control technology and VersaWorks 2.6 work together to enhance the image quality across all print modes. Only printers that feature version 2.2 of the firmware, VersaWorks 2.6 and new, updated ICC profiles will benefit from the Roland Intelligent Pass Control features.

Q. Do I need any additional heaters for my printer?

A. The XC-540 is equipped with three heaters (Pre, Print, Post). However, in certain instances it is necessary to use the additional DU-540 Dryer/Blower to ensure proper ink adhesion and to assist with dry times depending on the media. The DU-540 is also recommended for the white ink configuration.

Q. How many print heads are utilized in the white ink configuration?

A. The XC-540 has two print heads dedicated to white ink. This configuration allows a total of four cartridges to be assigned to white ink and two cartridges of each color for CMYK.

Q. What types of applications can I use white ink for?

A. White ECO-SOL MAX ink can be used for a wide range of applications. It is ideal for packaging comps, window films, labels, signs, decals and point of purchase displays. However, white ink applications are not limited to transparent media. When using the XC-540 with White ECO-SOL MAX ink it is possible to print white floods on opaque pigmented substrates and create stunning graphics.

Q. Can I convert an XC-540 to a white ink configuration once I have it set up in six color mode?

A. No. Once an XC-540 has been configured and set up with the inks installed in six color mode, it cannot be converted to a white ink printer. The same condition also applies for a unit that has been configured as a 5-color model with white ink, it cannot be switched to 6-color once the inks are installed.