

## PURE PRINT PERFORMANCE XC-540 UPGRADE



### FREE Pure Print Performance Upgrade for XC-540 Customers

Roland's new 2008 SOLJET PRO III XC-540 is our most advanced printer/cutter ever, fine tuned with valuable new features designed to maximize your print quality and productivity. And now XC-540 customers everywhere can experience all the power and performance of this new model – free of charge.



Introducing the 2008 Roland Pure Print Performance Upgrade, part of a worldwide promotion offering new 2008 features to every installed XC-540 that has been warranty registered with Roland. This unprecedented offer is valued at \$1,500 and extended free to our customers in appreciation for their loyalty and support.



Upgraded XC-540 media flanges

The Pure Print Performance Upgrade includes Roland's revolutionary new Roland Intelligent Pass Control™ technology and is now available for all registered XC-540s manufactured before 2008. Roland Intelligent Pass Control doubles the XC-540's productivity in Standard print mode on vinyl\* and enhances XC-540 image quality in every print mode for even smoother gradations and flawless solid colors. Newly upgraded XC-540 media flanges are also included in the offer, ensuring precise, secure media tracking through the longest unattended production runs.

The XC-540 has long been the production tool of choice for top digital printing professionals worldwide. Act now to get all the performance that has made the new XC-540 better than ever.

### Upgrade Now!

Upgrading is fast and easy, requiring less than 10 minutes of your time if you already have the latest version of VersaWorks (2.61 or later). Simply click on the link below and follow these steps:

- Register your XC-540 – Your free media flanges will be shipped to you automatically
- Download your free firmware upgrade – V. 2.2
- Update VersaWorks to version 2.61 or later (the update can take up to few hours depending on the speed of your internet connection).
- Install your new media flanges

<http://www.rolanddga.com/color/support/passport/XC540ValueUp/default.asp>