

Roland Announces New 2008 XC-540

Roland is pleased to announce 2 new products: The new 2008 SOLJET PRO III XC-540 with Intelligent Pass Control™ and White Eco-Sol Max Ink for the XC-540.

2008 SOLJET PRO III XC-540 with Intelligent Pass Control

Roland is pleased to announce the new 2008 Roland SOLJET PRO III XC-540 with Intelligent Pass Control™. The 2008 XC-540 includes a new imaging engine, new VersaWorks 2.6 and new media flanges.

New XC-540 Key Features:

- Improved Media Handing
- Roland Intelligent Pass Control™
- Newly developed method to increase speed without sacrificing quality
- Doubles Productivity in standard mode on vinyl
- More versatility
- New Profiles

Pricing:

-No Change

Timing:

- Launched to the public on January 25th 2008
- Inventory available immediately

For more information, please see the product launch documents in the XC-540 Product Info Page. Page includes FAQs, Product Information Guide and Specs.

Pure Print Performance Upgrade Kit

Current XC-540 Owners can also take advantage of the features of the new XC-540 by requesting the Pure Print Performance Upgrade Kit at www.rolanddga.com/xcupgrade .

This form will also take them through the registration process. By requesting this kit, users will receive the new media flanges required for the upgrade. Users must download the new firmware 2.2 online and upgrade to Roland VersaWorks 2.6 or later to ensure that their machine is fully upgraded. Current Dealer inventory can be upgraded by downloading the new firmware and upgrading to the new version of VersaWorks at the time of install. Dealers can also order the new media flanges on Rnet (XC-UPGRADE-KIT).

Steps for XC-540 Upgrade:

- o Request and install Upgrade kit with media flanges
- o Download the Firmware online
- o Upgrade to Roland VersaWorks 2.6 through online updater, dealer or Roland Customer Service

To take full advantage of the Pure Print Performance Upgrade, users must complete all 3 steps.

If you have any questions regarding any of these new products, please contact Customer Services at 800-542-2307.