

Product Information Guide

The New 2008 Roland SOLJET PRO III XC-540
The Pure Print Performance Upgrade for the Roland SOLJET PRO III XC-540



Overview

What Matters Is On The Inside

Roland is pleased to announce the **new 2008 Roland SOLJET PRO III XC-540** inkjet printer/cutter, our most advanced print/cut device to date. Touting the same high-quality, high-production printing *combined with* accurate, automated hands-free contour cutting, the new XC-540 delivers the award-winning workflow, out-of-the-box ease-of-use, and wider profits Roland products are known for. But on the inside this XC is different. It prints *faster with higher-quality* than ever before. Using advances in the way Roland processes and places the millions of colored pixels that make up the final printed image, the new XC-540 delivers mind-blowing performance and eye-popping quality in virtually every print mode.

No Customer Left Behind

Not only did we engineer the latest XC-540 to be the most advanced Roland print/cut device ever – we designed the improvements in such a way that we can offer existing XC-540 users the ability to upgrade to all the benefits of a brand new XC-540. **The Pure Print Performance Upgrade** will allow current users an upgrade path to the benefits of a new printer – think of it as 2008 performance with 2007 dollars.

It's What Makes a Roland, A Roland

The new XC-540 boasts all of the legendary power, speed and quality of the current XC Series but extends the capabilities of Roland's flagship product.

- **Roland Intelligent Pass Control**
 - Newly developed method to increase speed without sacrificing quality
 - Supports print speeds of up to 441 sfph
 - Doubles productivity in Standard mode on vinyl at 150 sfph

- **Newly formulated ECO-SOL MAX White**
 - Roland's most advanced white ink ever
 - Significantly higher density than previous formulation
 - Increases application capability into high margin markets

- **Enhancements that deliver even higher levels of speed, print quality and versatility**
 - Improved media handling
 - More versatility

The new 2008 XC-540 is the ultimate high-volume production tool for stunning indoor and outdoor banners, signs, vehicles, decals, POP displays and more. The new performance enhancements make this model the industry's most advanced printer/cutter featuring Roland's Intelligent Pass Control technology for unmatched productivity and flawless print quality in every print mode.

The XC-540 delivers rich, dense 6-color CMYKLCm images at an impressive maximum print speed of 441 sfph. For maximum productivity, the XC-540 features a tri-heating system and advanced media feed and automatic take-up system and can be upgraded with an optional dryer/blower unit. The XC-540 can now also be configured as a 5-color model equipped with White ECO-SOL MAX ink, creating bold white graphics for packaging comps, window graphics, POP, labels, decals and more.

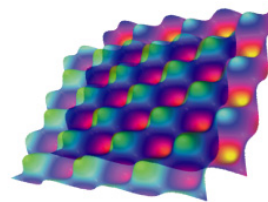
Key Features

New SOLJET PRO III XC-540

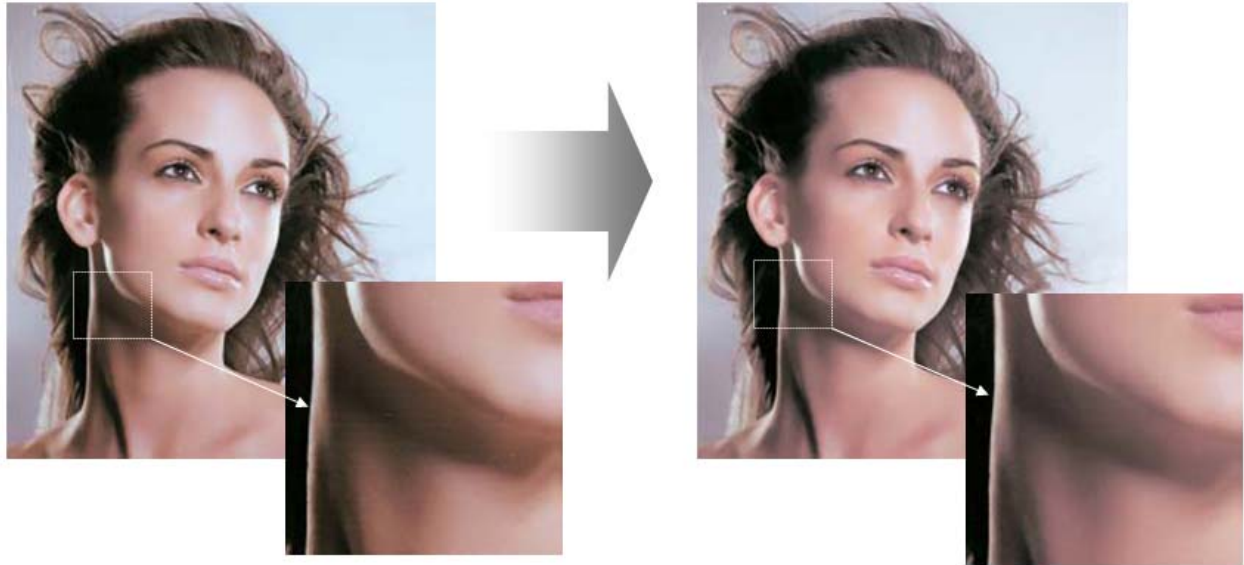
- Roland Intelligent Pass Control
- Precision Firing Pattern
- Outstanding Print Quality
- High-Speed Production Printing
- Advanced ECO-SOL MAX ink
- White Ink Configuration Option
- Automated Maintenance System
- Heavy-Duty Media Take-Up System
- VersaWorks RIP Software
- Integrated Tri-Heater System
- Optional Dryer/Blower Unit (DU)
- 54" Printer/Cutter System
- Two-Year Trouble-Free Warranty
- Pure Print Performance Upgrade Program for Current XC-540 Owners

New Proprietary Imaging Technology

Roland Intelligent Pass Control represents the reengineering and refinement of the XC-540 firmware and associated software to provide enhanced image quality through better dot placement, improved media feed compensation and better light ink control. Together with our Precision Firing Pattern the new XC-540 produces smooth gradations and solid colors, while achieving faster throughput and virtually no signs of banding at the highest print speeds.

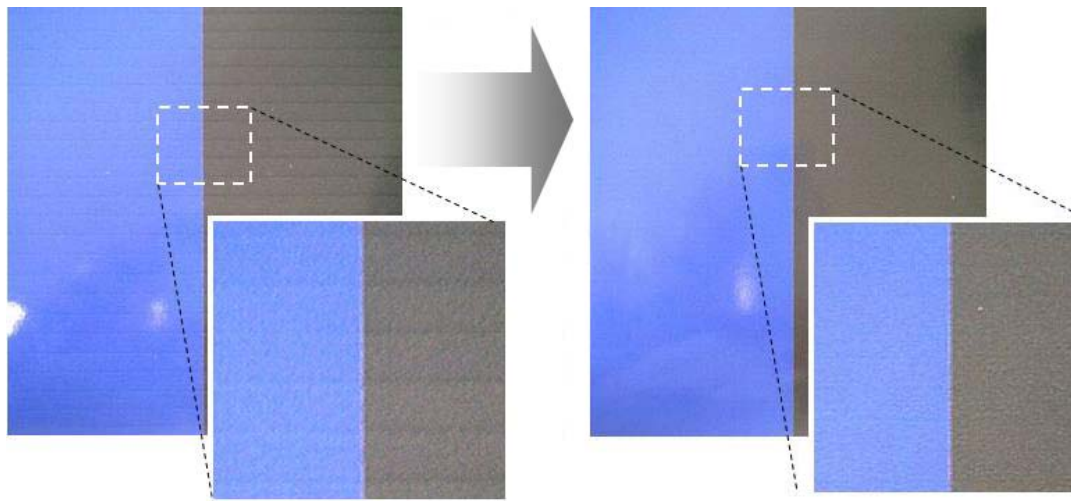


**Roland
Intelligent
Pass
Control**



Without Roland Intelligent Pass Control

With Roland Intelligent Pass Control



Precision Firing Pattern

The XC-540 adopts our unique Precision Firing Pattern, which optimizes the performance of the Piezo print head by controlling the accuracy of dot placement in every print mode, resulting in consistent dense, rich colors, and high-contrast images with no traces of banding throughout the entire image.

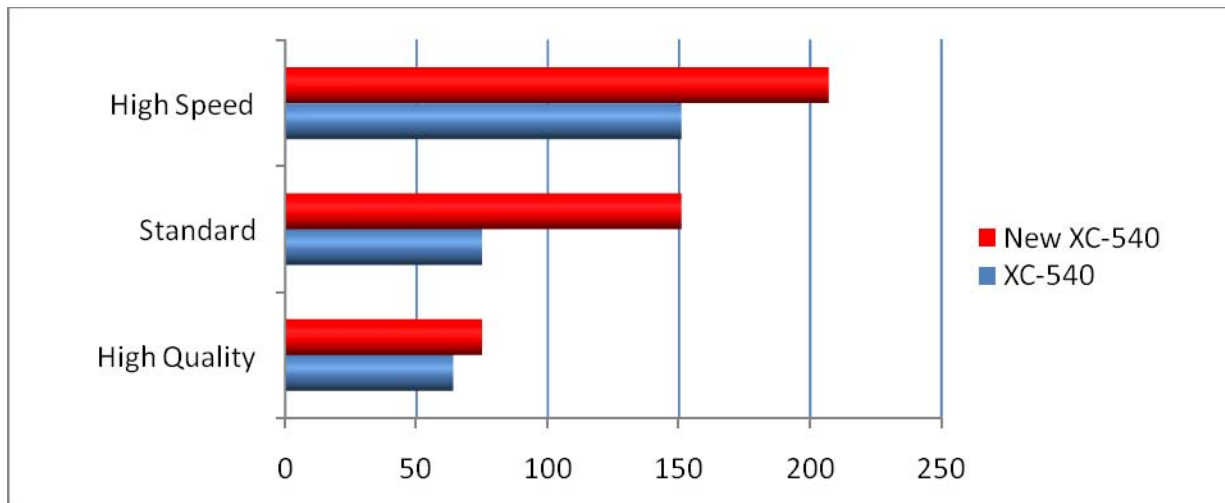
Outstanding Print Quality

The new XC-540 produces great looking photorealistic graphics independent of viewing distance. The printer precisely controls droplet placement in both the print head travel and paper feed directions to provide up to 1440x1440 dpi resolution.

The XC-540 features digital servomotors to micro-position the media for precision imaging. Variable droplet technology uses three droplet sizes to allow for the right amount of ink to be deposited on the media at precisely the right time and in exactly the right place. This state-of-the-art implementation of Piezo print head technology delivers truly breathtaking output with beautifully smooth, band-free, dead-on accurate color - even at high print speeds and on a wide range of media.

High Speed Production Printing

The XC-540 now delivers faster printing speeds with better quality on lower cost uncoated vinyl media for greater productivity and versatility. This increased performance doubles the production throughput in Standard mode on vinyl at 150 sfph.

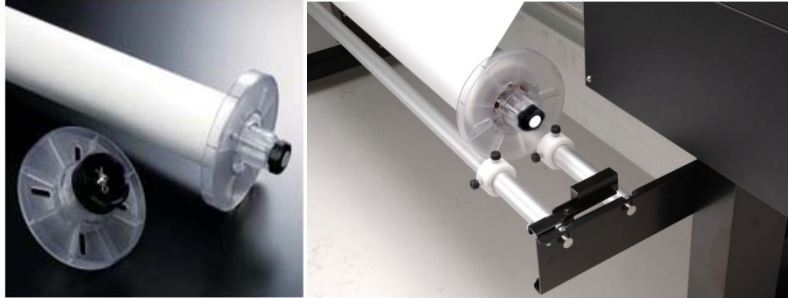


Faster print speeds across a wide range of coated and uncoated media

Banner	Resolution	Print Speed
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)
Vinyl		
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)

Improved Media Handling

Roland has redesigned the media flanges on the XC-540 to provide more robust media handling capabilities when printing on heavier rolls. The new flanges prevent skewing and possible misfeeds and ensure stable feeding of the media even during long print runs. The XC-540 is designed to handle rolls weighing up to 66 pounds.



Heavy-Duty Take-Up System

The XC-540 includes an automated media feed and take-up system to facilitate precision unattended printing. This pre-assembled unit includes convenient front-mounted feed and take-up rollers and an advanced tension-controlled take-up system for optimum media feed and tracking.

Advanced ECO-SOL MAX Ink

ECO-SOL MAX eco-solvent ink delivers high color density and a wide gamut for exceptional images print after print. ECO-SOL MAX performs on a wide range of coated and uncoated media, including clear films for increased versatility. Fast-drying and scratch-resistant, ECO-SOL MAX produces prints that dry quickly for easy handling throughout the production and finishing processes. Packaged in no-mess 220ml and 440ml cartridges, ECO-SOL MAX is virtually odorless for maximum convenience and comfort.

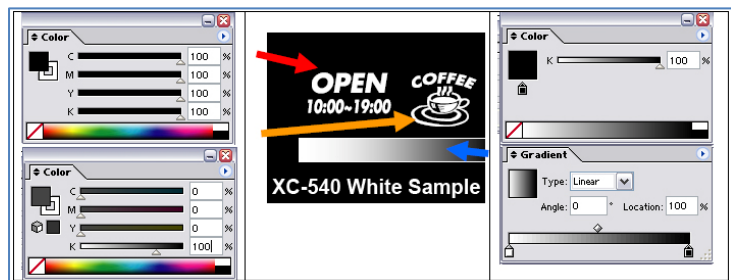
New White ECO-SOL MAX Ink

The new White ECO-SOL MAX ink offers not only greater imaging performance but also a 20% cost savings compared to the original ECO-SOL White Ink. Priced at \$99.99 per 220ml cartridge, the cost per ml is \$.45. The average ink cost for a full 200% saturation white area is \$1.26 per square foot. The new ink offers greater density resulting in greater opacity than the previous generation. Accordingly, less ink can be used depending on the overall white density needed. In conjunction with Intelligent Pass Control the improved dot shape and advanced formulation further guarantees smooth gradations and sharper text and graphics on a wider range of coated and uncoated media.

VersaWorks with White

White ECO-SOL MAX Ink and the XC-540 were developed with VersaWorks™ 2.6. This newest version RIP was written by Roland software engineers to ensure exceptional production output with unmatched ease of use. VersaWorks recognizes the unique properties of files created for white ink and Intelligent Pass Control optimizes the output on the XC-540. As an added benefit, VersaWorks offers advanced custom

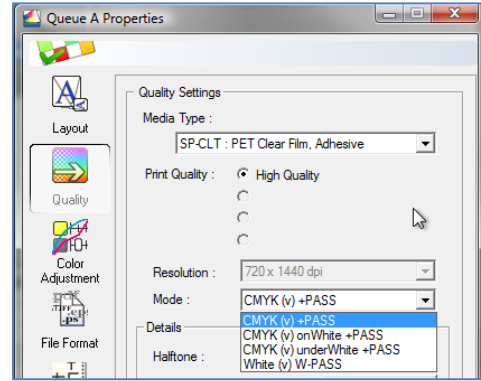
profiles to help ensure quality output when using the high density required for white ink applications.



Five White Ink Printing Options

VersaWorks features five printing options that support applications requiring the use of White and CMYK inks:

- White Print
- CMYK Print
- White Print + CMYK Print
- CMYK Print + White Print
- CMYK Print + White Print + CMYK Print



Integrated Tri-Heater System

The XC-540 includes an integrated tri-heater system which dries prints quickly even in high-speed modes for immediate finishing, installation or collection by the take-up system. The system features three components: a pre-heater that improves media receptiveness, a print heater to accelerate ink fastness and brightness, and a dryer to accelerate the drying process and improve productivity, workability and scratch resistance. Heater settings are either user adjustable at the control panel or communicated within the VersaWorks media profile.

Optional Dryer/Blower Unit

For media and applications requiring highly saturated images an optional dryer/blower unit is offered. The DU-540 ensures the ability to print at full speed while using the take-up rollers with absolutely no image transfer. This dryer unit is recommended when operating the XC-540 in a white ink configuration.



Two-Year Trouble-Free Warranty



Roland inkjets combine unbeatable performance with legendary Roland reliability. As further proof of their unmatched reliability, Roland is pleased to offer an unprecedented Two-Year Trouble-Free Warranty for the XC-540 when equipped exclusively with Roland inks and the warranty registered within 60 days of delivery.

54" Complete Printer/Cutter System

For large contour-cut graphics, the XC-540 is the ideal 54" integrated printer/cutter. As Roland's top-of-the-line printer/cutter, the XC-540 prints and contour cuts precision graphics on one device through one seamless workflow for maximum productivity. The **XC-540** combines PRO III series speed and precision with this advanced print/cut technology for stunning six-color vehicle graphics, signs, POP displays, labels and decals. The **XC-540** also can also be used as a stand-alone vinyl cutter.

Pure Print Performance Upgrade Program

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.

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 web page for the Pure Print Performance Upgrade: <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.

Summary

The new XC-540 brings several engineering improvements to the platform and doubles the production of the printer in the Standard mode. The new SOLJET PRO III XC-540 with Roland Intelligent Pass Control prints up to twice as fast as the previous XC-540 in Standard mode yielding a best-in-class production print speed of 151sfph.

With the new Roland SOLJET PRO III XC-540, customers get the best of both worlds - high-quality, durable printing and ultra-efficient, workflow-integrated contour cutting. The productivity increase brought about by Intelligent Pass Control positions the printer as a reliably efficient product with an industry-leading price to performance ratio. Add the enhanced media handling, improved media performance and White Ink capability of the new XC-540 and one quickly sees the advantages of going with Roland.

Compared to competitive printers in the same price range, which only provide the print function, the XC-540 with Roland Intelligent Pass Control is as much as 75% more productive, *plus* it handles the most complex contour cutting applications, eliminating the tedious and expensive, workflow-killing manual processes of owning a printer *and* a cutter. Why buy two machines when you can buy one?

Most important of all, by offering key improvements to the product as a free upgrade to existing users, Roland demonstrates its true commitment to the success of its customers and solidifies its leading market position in the process. For many customers, this upgrade offer effectively doubles the productivity of a device that has already returned the investment to the buyer many times over. We expect the goodwill generated by this commitment to resonate with loyal Roland customers, resulting in even more positive word of mouth references and follow-on sales opportunities.

Happy Selling!