

New Roland Software Turns Photos into 3D Faces on Jewelry, Medallions, Plaques & Signs

LAKE FOREST, CA March 7, 2005 Roland Advanced Solutions Division (ASD) today introduced Roland Face Designer - a new software application that turns facial photos into 3D relief models. This unique technology enables entrepreneurial retailers to take a side-profile portrait from a customer and use it to engrave realistic 3D reliefs into jewelry, charms, medallions, plaques and signs.

"Engraving personalized 3D facial reliefs is in high demand, yet it's notoriously difficult to produce one that even slightly resembles the person," said Rick Rivera, Roland ASD application engineer. "Roland Face Designer makes the entire process fast and easy. It handles everything from importing the digital image to generating the 3D CAD model."

Based on the Face Wizard in Delcam's ArtCAM Pro software, Roland Face Designer converts Bitmap, TIFF, GIF or JPEG images into CAD files that can be produced with several Roland desktop devices. The software supports Roland EGX series engravers, MDX series SRP(TM) milling machines, the JWX-10 jewelry model maker, and the RX-50 spiral axis engraver.

Roland Face Designer offers a direct link with the RX-50 and its engraving software. The RX-50 employs a rotating worktable in conjunction with a high-speed, 50,000-rpm spindle to produce 3D reliefs for medallions, coins, dies, promotional merchandise, awards and personalized giftware. It operates quickly and quietly, making it ideal for mall kiosks and jewelry shops. The RX-50 engraves brass, gold, silver, platinum, titanium, wax and acrylic. Maximum work diameter is 5.1cm (2").

Pricing & Availability

Roland Face Designer, which includes detailed tutorials and sample 3D face files, has a list price of \$1,600 and is available now. Leasing options are available for all Roland products.