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**Roland Launches the VersaCAMM VS-640 64" Metallic Inkjet  
Printer/Cutter Featuring Newest Print Head Technology**

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## ***VersaCAMM*** **VS-640**

Hamamatsu, Japan, February 15, 2010 - Roland DG Corporation, a leading worldwide provider of wide-format inkjet printers and printer/cutters for professional wide-format graphics, today announced the new VersaCAMM VS-640 inkjet printer/cutter featuring DPI award-winning Metallic Silver ECO-SOL MAX ink.

At 64" wide, the VS-640 is Roland's largest and most versatile printer/cutter to date and sets a new standard for the digital printing industry. The VS-640 combines the industry's latest print head technology with renowned Roland Print&Cut capabilities and an advanced optional take-up unit for unmatched printing quality and unattended production capabilities for the most complex graphics. A new Roland Metallic Color Library includes a range of metallic and pearlescent colors allowing VS-640 users to add luxurious metallic effects to signs, banners, vehicle graphics and wraps, fine art posters, packaging prototypes, labels, decals, POP displays, heat transfers for apparel and more.

"In the current economic climate, it is important for shops to stand out from the competition," said Yuko Seki, Roland DG color product manager. "Offering a full spectrum of brilliant metallic colors, the VS-640 takes businesses to the next level with advanced production capabilities at an affordable initial investment and low operating costs. Metallic graphics command a premium price in the marketplace and with the VS-640 they can be produced quickly, easily and profitably "in any quantity."

Based on a new generation of print head technology, the VS-640 fires droplets of seven different sizes with unmatched accuracy for smooth gradations, beautiful photographs and flawless solid colors. Precision-rounded nozzles combine with the advanced ink firing system to produce perfect ink droplets and unrivaled image quality. A new gold-plated print head is designed to repel ink, preventing clogs.

#### **Online Production Assistance Included with New "Roland OnSupport" Messaging System**

The VS-640 features "Roland OnSupport," a new online customer support system allowing users to remotely track the status of VS-640 activities. The system sends e-mail messages directly to a PC or mobile phone notifying users of important information such as when a job is completed or when ink is running low. With Roland OnSupport, users have complete freedom to leave the printer unattended, knowing that critical production information will be delivered to them remotely in real time.

#### **Roland VersaCamm VS-640 Features:**

- 64" wide printer/cutter fully optimized for metallic and white ink applications
- Based on a new generation of print-head technology for unmatched print quality and versatility
  - The new print head fires droplets of seven different sizes with unmatched precision for exceptional print quality and reliable results
  - New variable droplet technology automatically positions droplets to ensure beautifully smooth gradations when prints are viewed up close
- Compatible with a wide range of media including vinyl, PET film, canvas, paper, transparent film and banner
- ECO-SOL MAX ink in eight different colors<sup>\*1</sup>
- Users can choose from three ink set configurations<sup>\*1</sup>:
  - CMYKLCm+Mt+W for the added versatility of Metallic Silver and White ink
  - CMYKLCm for enhanced blues and reds, flawless flesh tones and improved image quality across lighter colors
  - CMYKCMYK for high speed production
- Dense, rich colors with superior scratch resistance
- Fast drying times, wide color gamut, with uncoated media support
- Outdoor durability of up to three years for CMYK and Metallic Silver ink and one year for White
- DPI award-winning Metallic Silver ECO-SOL MAX ink
- Combines with CMYK for a spectrum of new metallic hues including gold, bronzes and a wide range of pearlescent colors<sup>\*2,3</sup>
  - Select from 512 metallic colors available in the Roland Color System Library
- Roland's own Advanced Ink Circulation System prevents the pigment in metallic and white inks from settling and requires no manual intervention
- Roland's integrated Print&Cut technology quickly and easily prints and digitally die cuts finished graphics on demand into virtually any shape
- Maximum resolution of 1440 dpi
- Maximum print speed of 23.1m<sup>2</sup>/h (248.6 sqft./hr) for CMYK graphics
- Optional Take-up system (TUC-2)
  - Collects Print&Cut graphics automatically for unattended production
  - Handles media roll weights up to 30kg (66.1 lbs)
- Roland OnSupport allows remote tracking of production activities giving users the freedom to leave the VS-640 unattended

## **VersaWorks® Professional Color Management RIP Software Included**

The VS-640 includes VersaWorks 4.0, the latest version of Roland's color management RIP software developed exclusively for Roland professional inkjet printers and printer/cutters. VersaWorks supports the Roland Color system which accurately reproduces spot colors from color charts and swatch books. The Roland Metallic Color library in VersaWorks features metallic colors that print using CMYK+Mt in a single pass. This palette includes 512 colors including gold, silver, bronze and other metallic colors that can be incorporated into graphics. VersaWorks offers a wide range of print options including a high-speed mode for production banner printing, the MAX Impact preset for vivid outdoor graphics and the Artistic mode for exceptional indoor graphics that can be viewed up close. In addition, VersaWorks automatically estimates the ink usage and print time for each graphic to accurately monitor time and costs. Scheduled for availability March 5, 2010, VersaWorks 4.0 supports Windows® 7<sup>\*4</sup>, Vista® and 2000/XP. It is also compatible with Roland's SOLJET PRO III XC-540MT metallic inkjet printer/cutter.

\*1 Ink configuration (either 8 colors, 6 colors (CMYKLcLm) or 4 colors (CMYK)) must be selected upon purchase.

\*2 The glossiness of metallic colors depends on the media used. For best results, test print on each substrate before production.

\*3 Lamination is strongly recommended for indoor and outdoor graphics to protect metallic inks from scratching.

\*4 Windows® 7 Professional/Ultimate (32-bit)