

# R-WORLD

A ROLAND DG PUBLICATION

Roland®

## TAO Love Bus

### Sets the Stage for Live Rock Concerts

#### MILAN, ITALY

For Valerio Ziglioli, known as TAO in the world of rock n' roll, and members of his touring rock band, the TAO Love Bus is more than just an old set of wheels. The restored 1974 Volkswagen T2 minibus has set the mood – and the stage – for the band's ongoing tour of Italy.

The TAO Love Bus Experience is Italy's first and only rock n' roll tour where a musical band travels all over the country performing live concerts from a minibus-turned-stage. And it is possibly Italy's most unique Volkswagen minibus ever – featuring psychedelic graphics inspired by both the beat generation and the Taoistic concept of Yin and Yang.

To bring this creative masterpiece to life, Ziglioli first selected the graphics, artwork produced by musician Marco Fiori of Fimao Design. The graphics were printed and applied to the Volkswagen by Vittorio Chinigò, owner of 2C Centro Stampe in Milan, an established graphics shop with both a reputation for excellence and a Roland VersaCMM SP-540V 54" printer/cutter.



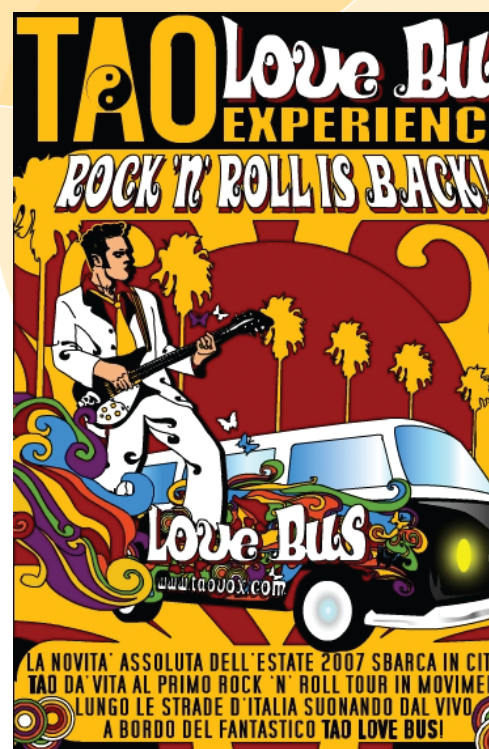
According to Chinigò, production was easy thanks to the versatility and performance of the VersaCMM. "We chose the media, tested for color and printed enough graphics to cover the entire minibus," he said. "The results were perfect. After twenty-four hours, we laminated to make the colors even glossier and brighter. Lamination also protected the graphics from weathering and extended their life. The installation took two days and the results were excellent. The

minibus has since wowed the crowds in many Italian squares. People are simply astonished when they see the bus pull up."

The minibus is now the stage, the drawing room, the radio, and above all, the on-the-road voice of TAO. TAO Love Bus has been travelling since the summer of 2007, introducing Italy to a totally new form of live music. The minibus and TAO have been featured in the Italian press, took part in the Motorshow in Bologna, and have participated in many national television shows. The Love Bus has been a huge creative – and marketing – success for TAO and his rock band.



The TAO band in its unique retro stage



TAO Love Bus poster

# Business is Born

## with a new VersaCMM for 10q

### PALAZZOLO, ITALY

It all started with a pregnancy test. This life-changing event brought Cristina Pasqua much happiness – and a new business opportunity as well.

Cristina Pasqua, owner of Palazzolo-based 10q graphics agency, learned the good news that she was pregnant with her first child. As an artist, Cristina was inspired by her first ultrasound which she described as an "indefinite image, poetic and moving." She immediately decided to document her pregnancy in wide-format canvas prints to be displayed at 10q – and she decided to feature her young son, Vittorio, in the new gallery as well.

10q was founded in 2002 as a graphics agency designing brochures, leaflets, catalogs and posters using personal computers and desktop printing technologies. To print its larger designs, 10q relied exclusively on a network of external suppliers.

To create her new gallery, Cristina called on these suppliers at first. However, a visit with local Roland dealer Colorcopy changed all that. She was introduced to the Roland 54" SP-540V printer/cutter and learned about its exceptional image quality and integrated



and, within a month, Cristina became a VersaCMM expert. Though her busy schedule has prevented her from attending advanced training through the Roland Training Center, she plans to complete this course as soon as possible.

"I am completely satisfied with my Roland SP-540V printer/cutter," she said. "The machine's performance, print quality and range of applications have exceeded all my expectations. Thanks to Roland and Colorcopy, I have discovered the digital world - a universe to explore, rich in potential for expressing my creativity and offering more, valuable services to our customers."

She maintains a close relationship with Roland through Colorcopy which assists her business with technical support and other services. In particular, Cristina cites the dedication of Roland and its authorized dealers as key to the success of her new business venture. "The step-by-step before and after sale support has made all the difference," she said.

contour cutting capabilities. With the SP-540V she could produce both her gallery prints and add digital printing to the list of services offered to 10q clients.

When Cristina saw her initial VersaCMM prints, she was amazed. The prints took shape like true paintings which she displayed around the agency.

These works of art drew the attention of her customers who began asking for their own large canvas prints using photos from birthdays, weddings and other events.

With that, a new business was born for 10q and Cristina began finding more creative applications for her SP-540V. Colorcopy technicians trained her on SP-540V technology when they installed the machine



*"I have discovered the digital world - a universe to explore, rich in potential for expressing my creativity and offering more, valuable services to our customers." – Cristina Pasqua*

# A Classic Case

## GX-24 Gives Vintage Cars a Makeover for EMS

### MELBOURNE, AUSTRALIA

Steen Edmonds, owner and manager of Exclusive Management Sales, is in a position that many would envy. When he saw an opportunity to combine his existing business with his hobby, he grabbed it with both hands. With a Roland CAMM 1 Servo GX-24 desktop vinyl cutter at his side, he hasn't looked back.

Edmonds' passion in life, aside from his business, is classic cars and their restoration. Through research, he learned that Alkor had been used as an automotive interior veneer since the early 1950s – a discovery that ultimately led to business success for Edmonds.

With an Alkor wood grain finish to cover his classic Mustang's dashboard, console and door trim, he was able to restore the car to brand new, concours condition using his GX-24 to cut the material. A man with vision, Edmonds set about finding a way of manufacturing dashboard kits for sale to other classic car restoration enthusiasts around the country.

Having contacted Cameron Bongartz from Melbourne-based Conect, a Roland DG dealer, Edmonds was advised that the Roland GX-24 would suit his



needs perfectly with its ability to cut various materials. Since its installation several months ago he says that the machine has been invaluable.

"The GX-24 is very easy to operate and produces accurate results, quickly," he said. "The word is out about our company and the quality of our work. We are now being asked to produce signage for businesses in the area, in addition to making the car dashboard kits. With the GX-24 on board, the world's our oyster!"

"The kits have to be of the highest quality, given the attention to detail and the amount of money – up to \$80,000 in some cases – that enthusiasts are prepared to invest in restoring their

vehicles," Edmonds added. "Knowing and trusting the Alkor brand, I had to find a cutter offering superior precision, reliability and equal quality, which is why I rely on Roland's GX-24."

With the core business getting stronger all the time and car kit sales taking off as well, EMS is now looking forward to extending the company's reach by distributing car dashboard kit templates on a global scale.



GX-24 Desktop Cutter

*"Knowing and trusting the Alkor brand, I had to find a cutter offering superior precision, reliability and equal quality, which is why I rely on Roland's GX-24."*

– Steen Edmonds

# Artwork Welcomes Thailand's Tourists

## Airport gallery showcases SOLJET prints

### BANGKOK, THAILAND

When you fly into New Bangkok's Suvarnabhumi International Airport, you are greeted by a gallery of eye-catching images. The airport is decorated with the contemporary artwork of 66 Thai artists and contains more than 100 large scale prints in all.

Suvarnabhumi Airport was opened in 2006 and has the world's largest terminal measuring 563,000 m<sup>2</sup> (6,061,005 sqft). The airport symbolizes a new era in Thai history and is the designated aviation hub of the Southeast Asian region.

"We are very proud of the airport's unique architecture and contemporary art gallery," said Professor Buncha Hnongsue, owner of Chang Tong Dang Co., Ltd. and Computer Art Professor in the Painting, Sculpture and Graphic Arts faculty at Silpakorn University. Chang Tong Dang Co., Ltd. produced the majority of fine art prints featured at Suvarnabhumi Airport using its Roland SOLJET 74" printer.

The extensive art collection is displayed throughout the airport and was reproduced from the actual original artwork of famous national Thai artists. In the baggage claim area, for example, visitors can view a series of large-scale murals by neo-traditional Thai

artist Panya Vijnthanasarn. These and other images remind passengers that they are, in fact, in Thailand. The airport's art and design also act as a clever bit of city "branding," suggesting Bangkok's ease with both traditional and contemporary cultures.

"Today's digital fine art reproductions are so rich in detail and texture that they mirror the actual works of art," Hnongsue said. "I selected the Roland SOLJET 74" printer two years ago to create gorgeous fine art for Suvarnabhumi Airport and other large national projects. I simply could not have achieved the image quality with another printer. The Roland is very well designed, easy to use and maintain, and produces durable, high-quality prints at high production speeds that allow us to meet our deadlines. We also appreciate the great after-sales service of our dealer. Next time I purchase a printer, it will be a Roland."



Professor Buncha Hnongsue and his SOLJET 74" printer.

*"Today's digital fine art reproductions are so rich in detail and texture that they mirror the actual works of art."*

*-Buncha Hnongsue*

*One of the more than 100 fine art reproductions welcoming guests to Bangkok's Suvarnabhumi, International Airport.*

# Recreating the Capitol for "Charlie Wilson's War"

## HOLLYWOOD, CALIFORNIA

Starring Tom Hanks and Julia Roberts, the recently released movie "Charlie Wilson's War" is based on Texas congressman Charlie Wilson's covert dealings in Afghanistan, where his efforts to assist rebels in their war with the Soviets have some unforeseen and long-reaching effects.



Martin T. Charles of SagaBoy Productions

The story takes place in the 1980s and unfolds across continents and in U.S. legislative chambers. It has at its heart one impeccably constructed venue: the Speaker of the House Lobby of the United States Capitol.

"The Capitol building is enormous and impressive, and we could not film there for various reasons including the on-location costs," said Martin T. Charles of SagaBoy Productions, graphic designer for the Mike Nichols film. "So we had to recreate it. And since the Capitol hasn't changed in over a hundred years, we had the sense we were recreating history. This was an interesting challenge for us."

What made it even more interesting was that art directors and designers were not allowed access to the building itself and instead had to rely on volumes of photographs to identify graphic elements and determine accurate room measurements.

Multiply this task by the Speaker of the House Lobby's 3,000-square-foot footprint, the centerpiece of which is an intricately designed 2,000-square-foot tile floor. Consider also the 2,500 running feet of

wallpaper and additional ceiling art that frame the room. To wrap this interior would require thousands of feet of digitally printed graphics. For this task, Charles selected the Roland SOLJET 54" printer/cutter.

"The Speaker of the House Lobby was the visually most important graphic element in the film," Charles said.

"When you see the film, you will think that you are there at the Capitol. The as-built set was dead on to what it should have been."

Piecing together this puzzle intrigued Charles, an industry expert who has designed and produced the graphics for more than 50 feature films including *Miami Vice*, *AI: Artificial Intelligence*, *Minority Report*, *Be Cool*, *50 First Dates*, *Seabiscuit*, *Catch Me If You Can*, *Murder by Numbers*, *Stuart Little* and *That Thing You Do*, among others.



XC-540 on the set at Paramount Studios

concept to finished floor involved several steps. First, Charles reviewed photos of the actual lobby floor from the film's library, and from these he designed the master tile pattern.



This set from Charlie Wilson's War was printed on a Roland SOLJET printer/cutter.

While the Capitol interior was the dominant setting for the film, other graphic elements added style and visual interest as well. Among them, Charles cited an airplane bulkhead adorned with ancient Egyptian graphics. Using his SOLJET, he printed these intricate designs directly onto bulkhead material and wrapped the aircraft. "The results were absolutely beautiful," he said. "This was one of my favorite graphics in the film."

Additionally, Charles and his SOLJET created all manner of political campaign graphics – from posters and murals to buttons and stationery. They also created a vintage Vegas set from the 1980s – a time and place Charles calls "very heavy on its glitter."

"We ran the SOLJET day and night for weeks," he added. "In the end, the film had a wonderful cohesive quality. It felt like there was unity throughout all of the graphic elements."

You can view the results of Charles' efforts in a Roland XC-540 video shot on the Paramount lot. Visit [www.rolanddga.com/color/gallery/video](http://www.rolanddga.com/color/gallery/video).

# V8 Chariots of Fire

## Roland Places EGX Customer on the Fast Track

By Richard Miles of A. Miles & Co., a Roland Authorized Dealer

### QUEENSLAND, AUSTRALIA

Late last year, I was given a "once in a lifetime" opportunity – joined by Matthew Daley, a proud Roland EGX-300 owner. We were able to sample first hand the heat, smell, sound and sheer power of a "race ready" Stone Brothers prepared V8 Supercar. I had been presented with the opportunity by Roland DG several months prior to our adventure and a last minute change made a 2nd seat available.

underestimated just how much work would be thrown his way. A quick upgrade to an EGX-300 was the answer and this powerful engraver has served the company well ever since.

Fast forward to race day, a hot and 'muggy' morning, typical for Ipswich. It was obviously a Stone Bros. test and ride day, as they were the only ones at the track. I was amazed at how many people were lined up waiting

Awesome! My driver was 2007 Fujitsu Series Rookie Jonathan Webb. His 4th place finish in the '07 championship was not representative of his better race performances. I was also led to believe that this car was a former championship winning car of Marcus Ambrose.

The engine exploded into life and off I went down the pit lane, strapped into the 2nd best seat in the house. The three laps were done and dusted in no time flat, but it was still just long enough to soak up the experience – and also a lot of heat. They aren't kidding when they talk about cabin temps over the long races. The car was rudely fast. The cornering and braking forces were great, and once the car was pointing straight the acceleration was awesome! I definitely have to get one of these!!!

I am indebted to Roland DG for giving me this experience. As both a fan of Motorsport and a struggling participant (who would turn pro at any opportunity), this was one of the single greatest moments of my life. It gave me the chance to really get close to the pinnacle of Australian Motorsport and actually feel what it's like first hand.

Thanks again, Roland DG. You made my year! (and Matthew Daley's!)



Matthew Daley (left) and Richard Miles (right) from A. Miles suiting up for a HOT LAP!



Roland Sponsored V8 Supercar

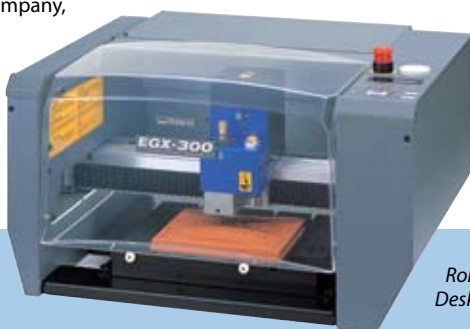
It's always fun to be the bearer of good news, but this was something else! I was elected to call on a great customer and let him know that in less than 24 hours he would be sitting beside a professional race car driver hurtling around Queensland Raceway in a Stone Brothers Super V8 Falcon!

Narrowing the list of deserving candidates was quite difficult, and Matthew was stunned and excited when he learned he had been selected.

Matthew bought his first Roland Engraver, an EGX-30, from our company, A. Miles & Co., to make industrial labels for his employer. Within a month, he realized that he'd

for a turn. The rides had already started and there were a number of Stone Brothers cars circulating. We signed up, suited up, and waited nervously for a V8 chariot of fire to arrive. I must say that I was seriously impressed with my racing suit. I race at a club level in an angry little Triumph Dolomite. My own suit is an old dual layer canvas thing, some 10 years old now. Here I was wearing a beautiful triple layer nomex suit – a replica of James Courtney's – and it fit like a glove! I've got to get one of these....

So before long my Taxi arrived. But hang on! This wasn't the purpose-built 3-up car. This was the "real deal," with a passenger seat "gaff-taped" to the floor for special occasions.



Roland EGX-300 Desktop Engraver

# Digital Frescos

## Renewing a Historic Church with VersaCAMM

### GIULIANOVA LIDO, ITALY

For years, the “Natività di Maria Vergine” church in Giulianova Lido (TE) on the Adriatic Coast of Italy sat in decline.

Built in 1911, the church once featured hand painting throughout the décor and a beautiful mosaic as well. While these decorative elements were excluded from the restoration due to the extreme damage they had weathered, a new decorative feature was added to recapture the church’s original splendor: a digitally printed fresco.

To create the fresco, the project’s designers followed a proposal from Roland DG Mid Europe and called on Roland’s Acquaviva Picena staff for assistance with the production. The proposed solution used Shockline “Fresco” media to create a digital fresco with Roland’s VersaCAMM SP-540V and ECO-SOL MAX inks. With this method, the inks are transferred from the media to walls and other surfaces that soak up water. The application, called PS Fresco, creates a digital fresco that replicates the appearance of an authentic fresco.

One of the most important aspects of the renovation was to reproduce the ancient inscription, writing discovered through historic references and other resources, once featured in the church apse.

After a thorough analysis, the technicians proceeded to choose the right color from the wide gamut available through Roland



*The renovated church*

VersaCAMM technology. The results were exceptional thanks to the quality of the printing and the skill of the operators.

The opening ceremony was a huge success as the community embraced its historic landmark once again. Church priests were equally satisfied with the results which they said exceeded all expectations.

# Creative Progress

## School of Art, School of Life

### PALERMO, ITALY

The School of Art of Palermo (Italy) was founded in 1885 and has since educated generations of craftsmen, artists and professionals involved in pictorial and plastic decoration, cabinet making, and the design and manufacturing of metals.

Recently, the school has focused on acquiring new technologies to help further the creative progress of its students. Among the new courses offered, The School of Art of Palermo has set up a lab for rapid prototyping.

To equip the lab, the school reviewed various prototyping devices and opted for the Roland MDX-650. “It offers the right features for our students,” said Renato Alessi, the school’s 3D modelling teacher. “These features include milling speeds that keep pace with classroom requirements, pinpoint accuracy, and quiet operation which allows students and teachers to concentrate on other tasks. Most importantly, the Roland MDX-650 offers



*One of the two watches produced with the Roland MDX-650 – and a lot of creativity*

tremendous versatility. It’s a great instructional tool!”

Thanks to the Roland MDX-650 and the creativity of students and teachers, the school has completed several major projects since adopting the technology in 2005.

The first course was offered during the 2005 – 2006 school year on crafting watch designs. Twelve projects were completed during the course and two of the designs were produced as fully functioning watches. Other designs were showcased as prototypes in an exhibition at the Archaeology Museum Antonio Salinas in Sicily.

The class exhibited its work once again in 2007, this time in collaboration with the Archaeology Museum “Antonio Mormino” of Palermo at the prestigious “Vinitaly” exhibition held in Verona. The administrator of the event asked students to use the MDX-650 to recreate drinking cups in the style of those used by ancient Greeks, with a sixteenth-century



*The finished drinking cup*



*The drinking cup takes shape thanks to Roland MDX-650 technology*

Kantaras as a model. After scanning the object, the students proceeded to create the prototype using the Roland MDX-650.

“Reproducing works of art is an interesting application for rapid prototyping with great potential to teach us all about past cultures,” Alessi stated.

“Thanks to MDX-650,” he continued, “our students have become highly proficient in many new technologies. These new technologies are very important to have in schools as they enrich students with innovative knowledge that prepares them for the future.”

# Positive Reflections from Estonia

## Roland 3D + Print & Cut

### VORNU, ESTONIA

Crossing the street can be dangerous, especially at night when it is hardest for drivers to see pedestrians.

To improve the safety of roadways across Europe, many countries have enacted laws requiring pedestrians to wear reflectors at night – and violating these laws can get you a hefty fine in places like Estonia.

For Toomas Saarniit, an entrepreneur from Võrnu, Estonia, these new laws became the basis for a booming manufacturing business. His company produces soft reflectors for pedestrians that allow them to be visible at night.

Saarniit holds a Bachelor's degree from Estonia Business School in Tallin, Estonia, and is a veteran entrepreneur with several other business ventures under his belt. He really struck gold with his newest product, which he has branded Soft Reflector.

Soft Reflectors come in different shapes and sizes and are produced by molds. Saarniit originally turned to outside contractors to produce these molds, but the process proved expensive and problematic.

"You can't be competitive in a market if you're dependent on sub-contractors," he said. "It's too expensive. Also, you only get a single mold each time you order, which limits your product line. I wanted my company to be more flexible than that."

He found his solution at a Roland DG fair exhibit in Sweden. Combining a Roland MDX-540 milling machine to produce the molds and a Roland SOLJET PRO III XC-540 printer/cutter to print and cut reflective vinyl decals, he transformed his business virtually overnight.

large as 200,000 items. But the soft reflector business is just like any other today, requiring flexible manufacturing that can just as easily produce 500 reflectors. These smaller production runs were not feasible through an outsourcing model.

The machines were installed in 2006 and since then the company has quadrupled in size to 12 employees. Soft Reflector is now one of the main suppliers for Scandinavia, and Saarniit's Roland dealer, Martin Sepp, marvels at the growth of the business.



Example of the final product

"It's funny," he said. "Every time I visit Soft Reflector, they are setting up a new machine to use in production."

In the summer of 2007, Soft Reflector moved into new, larger production facilities to handle the explosion of business – all made possible by Roland's MDX-540 and XC-540.



Toomas Saarniit showing a mold completed on the MDX-540.

"I was just looking for a photo printer that could print on the PVC media we put inside the reflectors," he said. "But I saw the Roland DG machines and they were exactly what our factory needed. With the Roland equipment, we could manufacture soft reflectors in all different shapes and sizes – in both small and large quantities to fit the market demands."

For Soft Reflector, manufacturing on a large scale is the easy part. The company frequently processes orders as



Roland SOLJET PRO III XC-540



Roland MDX-540

*"With the Roland equipment, we can manufacture soft reflectors in all different shapes and sizes – in both small and large quantities to fit the market demands." – Toomas Saarniit*



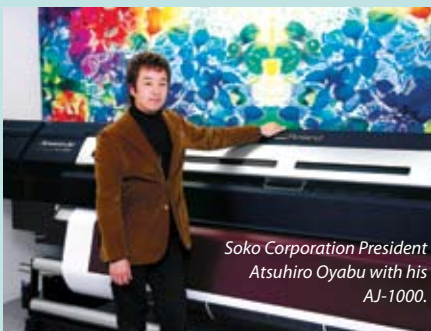
Ring mats for combat sports produced by Soko Corporation

## AJ-1000 Keeps Pace with Soko's Fast Growing Clientele

### TOKYO, JAPAN

In just seven years since its inception, Soko Corporation has become a leading digital printing provider with a strong reputation for quality and reliability. The company serves a diverse clientele in the advertising, exhibit, event and television industries. Its products range from signage and flags to highly customized television stage graphics and custom-built ring mats used for popular combat sports.

"We take a very hands-on approach to our business and provide complete, on-site support to customers," said Atsuhiko Oyabu, president of Soko Corporation. "Being on site during the construction and installation phases of a project gives us tremendous flexibility. We can



Soko Corporation President Atsuhiko Oyabu with his AJ-1000.

make important adjustments at that time that make all the difference. Our goal is to ensure that every Soko graphic is a perfect fit for its environment, and this high service orientation has helped build tremendous customer satisfaction and loyalty. Our customers frequently return to us for future projects."

To keep pace with its growing customer base, Oyabu decided to add a fast grand-format printer to the company's production environment. He selected the 104" Roland AdvancedJET AJ-1000. "Most of our jobs are printed on tarpaulin and flexible face media," he said. "The AJ-1000 features high print speeds, outstanding image quality and dense, rich colors for excellent results on a wide range of coated and uncoated media. The AJ-1000 also offers much lower installation and maintenance costs than other grand-format printers, making it ideal for our fast-paced operation."

"AJ-1000 prints are much more vivid when viewed outdoors than prints produced by comparable grand-format printers," Oyabu continued. "This vivid color has allowed us to attract business from photo labs for photographic reproductions. The stability of the AJ-1000 is another great benefit, ensuring accurate media feeding through the longest production runs."

"Everyone on our staff is young," he added. "Working as a team, we keep raising the standard for quality – and the AJ-1000 is an important part of that success."

Soko Corporation was established in 2001. Led by President Atsuhiko Oyabu, the company currently has seven employees. Soko's business focuses on the production of flags, banners, retail décor, events and trade show graphics. The company also plans, produces and installs stage sets for television programs.

# Honoring Seville's Championship Team

## Painting the Town with Roland XC-540

### SEVILLE, SPAIN

Last May, the Sevilla FC (Football Club) was named UEFA Cup champion for the second consecutive time. With this title, the Sevilla soccer team has maintained its status as one of the most powerful teams in Europe.

To recognize the team and celebrate the win, the Sevilla FC hired Publinmag to create vehicle graphics for installation on Seville city buses. Publinmag has been working with Roland technology for years and produced the job entirely on its Roland SOLJET PRO III XC-540. Publinmag acquired the XC-540 in January 2007 from Serviprinter, an authorized Roland distributor serving Andalusia.

According to manager Agustín Roiz: "Printing this important job was very easy with the XC-540. We received the design, prepared the files and created the panels for the buses. Once they were ripped, we simply sent the files to the XC-540 which worked its magic for fantastic print quality and enviable color. Among its many advantages, the XC-540 is easy to manage and maintain. The results of this massive project were magnificent, demonstrating the power and performance of the XC-540."

Publinmag installed the bus graphics as well for this project. Across Seville, Publinmag is widely recognized for both the quality of its installations and its quick turn-around times.

Publinmag has been serving the sign industry since 1998 when it steered its graphics business toward the signage sector which now accounts for approximately 90 percent of the company's revenues.

The company produces a wide range of graphics including publicity and event graphics, stage designs, billboard prints, bus and vehicle graphics, posters, point of



Coach wrapped by Publinmag with Roland SOLJET PRO III XC-540.

purchase displays and more. They are known for producing beautiful large scale images for high-impact applications including stage designs and bus wraps.

Roland digital printing and cutting equipment is the backbone of the Publinmag production environment and has inspired the confidence and satisfaction of the company's most discerning clients. Publinmag has produced graphics for numerous organizations and events across Spain including the Sevilla FC in celebration of the UEFA Cups of 2006 and 2007; Copa del Rey 2007, Spain's cup competition, and the 2<sup>nd</sup> team's move into the 2<sup>nd</sup> division. Publinmag graphics appear on tourist buses in Washington D.C., Palma de Mallorca, Santander, Malaga, Seville, Granada and Cadiz. The company produces graphics to promote art fairs and expositions as well.



SOLJET PRO III XC-540 printing the Sevilla FC city bus graphics.

*"The results of this massive project were magnificent, demonstrating the power and performance of the XC-540." – Agustín Roiz*

# Flags at the North Pole

## Slovakian Sports Club Hoists SOLJET-Printed Flags

*The Donly Donovaly sports club recently made the news with an expedition to the North Pole. Club members marked the end of their journey with unique temperature-resistant flags printed on a SOLJET PRO III XC-540 printer/cutter.*

### **BANSKA BYSTRICA, SLOVAKIA**

Anton Duša is the founder of Artem, a sign making company located in Banská Bystrica, a village in central Slovakia. The company was established in 1993 and mainly focuses on DTP, sign making and the production of promotional items. Duša has been working with Roland machines for several years and praises the printers for their excellent print quality and easy operation.

Duša said: "In 2006, I bought a Roland printer as a Christmas present to myself. The package didn't fit under the tree, but when Alphaset had installed the printer/cutter, I immediately began to work with it. I use my XC-540 for various indoor and outdoor applications. A large part of my production consists of personalized tags and labels for sports trophies. As the environment is becoming a hot topic, I am also searching for more environmentally friendly materials for the production of labels. Thanks to the



*Anton Duša with his SOLJET PRO III XC-540*

high quality printing and cutting of the XC-540, I can produce beautiful, customized tags and labels quickly and economically in small quantities."

Anton Duša is also the founder of the Donly Donovaly sports club. The club organizes sledge dog competitions and has earned two world championships, five European cups, four European championships and many national competitions since its inception 15 years ago. The 2008 European championship will be hosted in the city of Donovaly.

Just recently, the Donly Donovaly sports club organized an expedition to the North Pole. At the end, Miroslav Daňo, a member of the club, hoisted several flags. "The material had to be resistant to the very low temperatures at the North Pole which can drop to  $-40^{\circ}\text{C}$ , so we chose a special polymeric banner. We used our XC-540 to print the flags directly on the SOLJET. Everybody was very satisfied with the results and we even made the news with our expedition," Duša said proudly.

*Flags made with the SOLJET PRO III XC-540 placed on the North Pole.*



*"The material had to be resistant to the very low temperatures at the North Pole which can drop to  $-40^{\circ}\text{C}$ , so we chose a special polymeric banner. We used our XC-540 to print the flags directly on the SOLJET." – Anton Duša*

## Viscom 2007: After the Exhibition

### FIERAMILANO, ITALY

More than 20,000 curious and enthusiastic visitors crowded the arena in FieraMilano, Italy for the visual communication industry's most important event of the year.

This year's Roland DME booth focused on the company's latest personalization solutions for new, fast-growing apparel markets. In addition to Roland digital printing and engraving equipment, the booth was full of colorful clothing, gifts and other goods – all customized using Roland personalization technologies with many items sporting dazzling rhinestones affixed by the company's new Premium Rhinestone Apparel Solution.



*The Roland booth was visible across the arena.*

The Roland DME booth was packed with hundreds of visitors each day. The Roland community greeting these visitors included several Roland craftsmen, top Roland customers on hand to share their experiences with Roland products and to discuss their many applications.

The booth was set up to meet customers' needs, allowing them to compare various Roland solutions and find the right products for their businesses. Roland further supported visitors by holding organized training courses on Roland equipment throughout the three-day conference.

## New Offices Open

### Roland DG in Iberia

#### CERDANYOLA DEL VALLÈS, SPAIN

Roland DG Iberia recently marked the opening of its new offices in Cerdanyola del Vallès with a celebration that drew more than 150 Roland employees and affiliates. Attendees included Jorge Calvo, CEO of Roland DG Iberia, the entire Roland DG Iberia staff, CEOs from other Roland organizations, Roland authorized

dealers, suppliers and partners, an important government representative and members of the press. The new 700 m<sup>2</sup> building includes a large showroom and training center equipped with cutting-edge technology.

The highlight of the event was a live performance by the Comediants, an internationally recognized theater group.

The performance was designed to introduce attendees to "Terra i signes de mar" by Josep Guinovart, a Roland-sponsored art exhibit dedicated to art, culture and technology. This unique exhibit displayed 12 masterpieces of Guinovart, a renowned artist whose work has received international awards and recognition from several organizations. For the celebration, the hall was decorated with banners printed on a Roland AdvancedJET AJ-1000. Guests received ties printed on a Hi-Fi Express FP-740 sublimation printer.

The new facilities are designed to accommodate the rapid growth of the company which now includes 23 employees.

*The exhibition hall during lunch*



## Roland Introduces New Version of the Industry-Leading SOLJET PRO III XC-540 Printer/Cutter



The new XC-540 is Roland's fastest and most advanced 54"-wide printer/cutter ever, offering all the advantages of revolutionary new Roland Intelligent Pass Control technology. This new feature offers up to double the productivity when the XC-540 is printing in Standard print mode on vinyl for finished graphics that reflect the highest levels of print quality. Roland Intelligent Pass Control also enhances XC-540 print quality overall for even smoother gradations and flawless solid colors.

The new XC-540 features award-winning ECO-SOL MAX inks and is available in two models: the XC-540 in 6-color CMYKLCm and 4-color CCMYK configurations, and an XC-540W model equipped with 5-color CMYK+W inks featuring new White ECO-SOL MAX ink.

The XC-540W and White ECO-SOL MAX ink offer shops the flexibility to print in three configurations: CMYK + White, White only and CMYK. The XC-540W prints highlights, graphics and text on transparent and reflective media for a range of unique, profitable applications including decorative window films, packaging comps, signs, labels, decals and point of purchase displays. In addition, White ECO-SOL MAX ink can be printed as an undercoat to increase the opacity and vividness of four-color printing.

Both XC-540 models come with powerful Roland VersaWorks 2.6 RIP software including the Roland Color system for spot color matching, Variable Data Printing, and the Max Impact™ preset for richer color contrast, outstanding image quality and maximum productivity. The new models also feature upgraded media flanges that securely support media tracking for precision printing through long, unattended production runs.

## Roland Offers 2008 Worldwide Value Up Campaign - Free Upgrade for SOLJET PRO III XC-540 Customers Everywhere

Introducing the 2008 Value Up Campaign, offering all the power and performance of the all new SOLJET PRO III XC-540 – including revolutionary new Roland Intelligent Pass Control technology – to existing XC-540 customers.

Through the Value Up Campaign, XC-540 customers that purchased before January 15th have free, immediate access to the outstanding speed, print quality and versatility that have redefined the XC-540 in 2008.



- Upgrade Your XC-540 Today with our Free Download, Available Online at [www.rolanddg.com](http://www.rolanddg.com)

## Roland's 64" SOLJET PRO III Inkjet Printer Awarded DPI Product of the Year Award

Roland's SOLJET PRO III XJ-640 64" inkjet printer was named 2007 DPI Product of the Year for the Output Device Poster Category in SGIA's



annual competition last fall. Roland's VersaWorks 2.2 RIP software earned a DPI Partner Award for the Output Device Poster Category as a key component in producing the winning print.

Entries for the DPI Product of the Year competition were judged on the Expo show floor at the recent SGIA conference in Orlando by a team of digital imaging professionals. In the Output Device category, entrants were required to submit a test print produced from the nominated device. The image, designed by SGIA, was intended to challenge the output device's capabilities. Roland's SOLJET PRO III XJ-640 outperformed all competitive products to take top honors.

## Roland Announces EcoXtreme LT Ink for the AdvancedJET Series

Roland has introduced new EcoXtreme LT ink for the AdvancedJET industrial inkjet printer line including the 104"-wide AJ-1000 and 74"-wide AJ-740. A cost effective alternative to original EcoXtreme ink, new EcoXtreme LT is well suited for short and medium-term applications such as event graphics, campaign signage and temporary retail displays.

Both EcoXtreme inks have been formulated exclusively for the AdvancedJET and are offered in six colors (CMYKLCm). EcoXtreme inks provide outstanding color density and a wide gamut, and produce vibrant images even in high-speed production modes on coated and uncoated media. New EcoXtreme LT ink offers durability outdoors for up to one year, and original EcoXtreme ink provides up to three-year outdoor durability.

With two EcoXtreme ink formulations available, AdvancedJET customers can select the right ink for each application considering both the technical requirements and production costs involved. EcoXtreme LT is very competitively priced – from 37 percent less expensive than original EcoXtreme ink.



# Tradeshows and Events

<b>MARCH</b>	2-3	JAA Australian Fashion Jewellery 2008	Sydney	Australia
	5	Sign A Rama World Expo	Orlando, FL	USA
	7-9	ISS Imprinted Sportswear Show	Atlantic City, NJ	USA
	12-14	Euroeklama Outdoor Expo Print	Poznan	Poland
	12-14	Sign & Print 2008	Copenhagen	Denmark
	13-14	Born to Wrap Vehicle Wrap Workshop	Irvine, CA	USA
	14-15	Viscom Regional Seminar	Rome	Italy
	16-17	JAA Australian Jewellery Fair	Brisbane	Australia
	18-20	Reklama	Prague	Czech Republic
	21	SignTrophy	Krasnodar	Russia
27-29	ISA International Sign Expo	Orlando, FL	USA	
28-30	Tanexpo	Bologna	Italy	
29-30	World of Trophies	Kassel	Germany	
31-April 4	Industrie	Paris	France	
<b>APRIL</b>	1-3	FESPA Digital	Geneva	Switzerland
	3	PaperCo Manchester Open Day	Manchester	UK
	3-5	Eurostampi	Parma	Italy
	3-10	Baselworld	Basel	Switzerland
	5-7	Photo Show	Rome	Italy
	8-12	Sib Sfax Tunisia	Tunisia	Tunisia
	10-12	Dental 3D Scandefa 2008	Copenhagen	Denmark
	10-12	NBM Sign Business & Digital Graphics Show	Charlotte, NC	USA
	10-13	DPG Show Korea 2008	Seoul	Korea
	11-12	Vicom Regional Seminar	Lecce	Italy
	13-14	INTAD Industrial Technology and Design Teachers	Brisbane	Australia
	14	Color Workshop	Irvine, CA	USA
	15	Productivity Workshop	Irvine, CA	USA
	17	SignTrophy	Ekaterinburg	Russia
	17-20	Batisud Morocco	Casablanca	Morocco
	18-19	Visual Impact	Gold Coast	Australia
	18-20	Digigraph	Rome	Italy
18-20	ExpoVisual	Napoli	Italy	
22-23	Sign and Digital UK 2008	NEC, Birmingham	UK	
29-May 1	Safety In Action 2008	Melbourne	Australia	
<b>MAY</b>	2-4	PhotoMarketing Association/PICA	Sydney	Australia
	5	Color Workshop	N. Kingstown, RI	USA
	5-7	Indinova	Alicante	Spain
	6	Productivity Workshop	N. Kingstown, RI	USA
	7-9	Media Expo	Singapore	Singapore
	8-10	NBM Sign Business & Digital Graphics Show	Ft. Worth, TX	USA
	9-10	Viscom Regional Seminar	Catania	Italy
	13-15	EMEX Engineering, Machinery & Electronics	Auckland	New Zealand
	15	SignTrophy	Riga	Latvia
	16-18	India Int'l Sign Show	Mumbai	India
	17-18	Printex	Gaydon	Warwickshire
	20-27	Gitex Saudi Arabia 2008	Riyadh	Saudia Arabia
	21-22	Sign Africa	Cape Town	South Africa
21-23	PowerEx Expo	Newcastle	Australia	
27-30	National Manufacturing Week/Automate	Sydney	Australia	
29-June 11	Drupa 2008	Dusseldorf	Germany	
<b>JUNE</b>	3-4	Incentive Show	Sydney	Australia
	3-5	Queensland Safety Show 2008	Brisbane	Australia
	5-8	Sign Expo	Beijing	China
	18-20	Sign Expo 2008	Osaka	Japan
	19	SignTrophy	Irkutsk	Russia
	19-21	NBM Sign Business & Digital Graphics Show	Baltimore, MD	USA
	19-21	Protexile	Barcelona	Spain
	19-22	Intermold	Bangkok	Thailand
	25-27	Design Engineering & Manufacturing Solutions Expo	Tokyo Big Sight	Japan
	26-28	World Education Forum (WEF) Australia	Perth	Australia
	27-29	Sign India 2008	Chennai	India
	30	Printing World Awards	London	UK

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Roland products are available in 133 countries worldwide.

To locate a distributor near you, please visit

[www.rolanddg.com/d-list.html](http://www.rolanddg.com/d-list.html)



To:

