

R-WORLD

A ROLAND DG PUBLICATION

Roland®

Asterisco Pubblicità

BASTIA UMBRA (PG), ITALY

Founded in 1992, Asterisco Pubblicità stands out for the passion, creativity and professionalism of its visual communications. Over the years, Asterisco Pubblicità has maintained its position as a market leader in spite of the many changes that have occurred in the visual communications field.

Currently, the company focuses on three types of visual communications: antique signs, vehicle wraps and fine art/indoor decor. Asterisco Pubblicità excels at creating period signs using both handcrafted workmanship and digital technologies. This mix of old and new technologies creates signs that enhance historic areas while blending in with their artistic heritage. Vehicle wraps are a core strength of the business. Thanks to outstanding craftsmanship and unique graphics, their vehicle wraps provide highly effective mobile advertising. To satisfy the demand for their fine art and interior decorations, Asterisco Pubblicità created Asterisco Art Gallery. The Gallery promotes reproductions

of famous works of art, printed using digital technologies on a variety of media and rigorously retouched by hand. The Gallery also features digitally printed frescos that are applied to walls and other surfaces.

To give life to all its ideas, Asterisco Pubblicità purchased a series of Roland products: the FJ-500 aqueous inkjet printer, SOLJET SC-500 printer/cutter and a SOLJET SJ-740 EX 74" wide format printer. Thanks to Roland's technology and the creativity of its designers and technicians, Asterisco Pubblicità has completed many interesting and impressive projects.

One project which highlights the company's skills is the renovation at Ritagli di Tempo, a hobby and crafts shop in beautiful Bastia Umbra located in the middle of Italy. Asterisco Pubblicità designed this project using handicrafts, digital technologies and leading-edge materials, a winning combination that distinguished its work from that of competitors. The first step was a 3D design of the indoor space, carefully constructed to reuse

elements of the present decor. The outdoor sign was milled in forex with hand-painted relief details. Inside the shop, they created a two-sided shaped sign that hangs from the ceiling, milled in forex and decorated with polymeric films printed on the Roland SJ-740EX. To cleverly camouflage the rest-room's sliding glass door, Asterisco Pubblicità applied an adhesive graphic on PVC and covered it with opaque lamination. Suspended from the ceiling is a shelf decorated with Roland digital printing on adhesive PVC and applied on shaped MDF, portraying a flower. One section of the ceiling is decorated with a large print of a clock. For the outdoor graphics, Asterisco Pubblicità created several 28"x 40" (70cm x 100cm) posters and 14"x20" (35cm x 50cm) headline boards on the Roland FJ-500. To complete the project, Ritagli di Tempo designed affinity cards and adhesive labels, which were then printed and cut on the Roland SC-500.

Inventiveness, professionalism and Roland machines allowed Asterisco Pubblicità to create a total customization of the shop, defining its unique image.



Roland SJ-740EX



Fidelity cards and adhesive labels made with print and cut technology

The printing on the ceiling, portraying a big clock



Inventiveness, professionalism and Roland machines allowed Asterisco Pubblicità to give shape to a total customization of the shop, that becomes unique and original.

A Model of Success

Design Reality and its Roland MDX-540

ST. ASAPH, NORTH WALES –

Established in 2000 and based in St. Asaph, North Wales, Design Reality is a leading industrial and product design consulting firm with a global client base. Its services include CAD design, reverse engineering, digital visualization and production tooling as well as Advanced Rapid Prototyping (ARP), CNC services, conceptual sketch work, graphic design, print production and consumer-based marketing research.

production demands placed on our existing facility. With a client base that includes Unilever PLC, Tyco Scott Health and Safety and the N.H.S, and products as diverse as machine tools, prototypes for respirator face seals, small medical devices and hand-held units, we needed to ensure we purchased a milling machine that could prototype products to the highest quality, as efficiently as possible."

Exceeding expectations

The Roland machine has more than lived up to the company's expectations. "It's a great addition to our prototyping and soft tooling facility. The MDX has integrated well into our workshop and complements perfectly our in-house prototyping service for clients," says Mr. Baker. "The surface finish for each model produced on the MDX is excellent and the increased machining speed means our customers are benefiting from both high quality models and faster service."

The MDX-540 is used to create tooling for the casting of silicon parts for use in the development and prototyping of primary face seal designs for a twin-filter respirator and other new products. "We recently used the Roland MDX-540 to aid in the design and development phase of a project for one of our larger clients, Tyco Scott Health & Safety," says Troy. "The project involved designing the primary face seal of the AV3500 Firefighters respirator. The MDX-540 performed extremely well on this project, providing us with a high quality end product and a much faster turnaround of tooling and casting of silicons for seal testing."

behavioral research, brand strategy and ergonomics to strengthen its reputation for "bringing designs to reality."

Through its in-house model-making workshop, which designs and builds products in plastic, rubber and textile, the company can quickly validate design ideas through SLA or VAC cast models. This hands-on approach to design has meant that its concepts truly work the first time. Troy says that whereas the company would have previously purchased an SLA or similar device, it can now do all its soft tooling in-house. This ensures the company can offer a more reliable, swift and cost-effective service to its clients.

Continues Troy: "Roland DG has a great brand in the market. Its products are recognized for their reliability and competitive prices. The MDX-540 really complements our existing prototyping machines. Our customers have been delighted with the end result. We have been very impressed with the overall robustness of the machine, as well as its reliability and the efficiency improvements it provides."

It's experience that counts

In addition to the technology itself, Troy says the company has also been very impressed with Roland DG and its dealer, Patrick Thorn, throughout the process: "Patrick Thorn's wealth of experience convinced us that the MDX-540 was the right step forward for our business. His product knowledge and ability to clearly demonstrate how this machine was relevant to a design agency like ours was outstanding. Throughout the whole process, there has been just the right level and frequency of contact and support."

Design Reality's investment in the Roland MDX-540 is just the latest step in an ongoing investment program, which includes upgrading and renewing the workshop facilities and more essential training for staff. In 2009 Troy sees the company exploring opportunities for larger volume contracts as well as gaining further accreditations to its current ISO9001 quality standard and Investors in People status.

Troy concludes: "The key to the success of any business is to have innovative ideas backed by great people and clever technology. We are very fortunate to have all three components at Design Reality, and we are looking forward to 2009 with confidence."



Designer uses hand held MDX-540 controller for quick, easy milling of prototypes.

Roland DG Modela Pro II MDX-540

In the summer of 2008, the company purchased its first Roland DG Modela Pro II MDX-540 benchtop milling machine, and in just six months, the machine, which employs Roland's Subtractive Rapid Prototyping (SRP) technology, has already made a significant contribution to improving the efficiency and quality of the company's prototyping service.

Says Troy Baker, managing director at Design Reality: "The key business driver behind the purchase of the Roland DG MDX milling machine was to improve our prototyping services and help meet the increasing

Bringing designs to reality

Design Reality specializes in using its innovative creativity and engineering production knowledge to take a project from concept and design right through to manufacture to produce stunning and technologically strong prototypes and products. These core skills are enhanced with the support of a team of people who specialize in trends analysis,

To Be Sought Out, You Must Go Outdoors

BERGSCHENHOEK, THE NETHERLANDS

The Dutch company PK Media specializes in outdoor advertising. Local and regional advertisers turn to PK Media for a complete package: from design consultation through the finished product. Advertising in bus shelters, on bus stops, on lampposts and on 215 sqft (20m²) billboards is the core business of the company. PK Media has won several international awards for the creativity of its projects.

PK Media's vision can be summarized in four sentences: Those who wish to be heard must speak; those who wish to be seen must show themselves; those who wish to be understood must understand others; and those who wish to be sought out must go outdoors. That's why the company believes that outdoor advertising is the optimal form of advertising; it is informative and is always noticed by those passing by. PK Media offers local and regional advertisers a complete solution: from design consultation to production, placement and maintenance of advertisements.

Bas Schuring, production manager of PK Media, said, "Pleun Klootwijk founded the company in the year 2000. Back then, advertising in bus shelters was our largest source of income. We produced and placed advertisements in bus shelters in 90 cities.

For logistical reasons, we had to scale down this form of advertising, but we've found an excellent alternative in advertising on lampposts. Now, unlike in those early years, we produce everything ourselves. We have had a Roland SOLJET SC-545 for several years and use it to print all our advertising. The printer is so easy to use that anyone can print with it. Another big advantage is the SOLJET's reliability: it has been consistently printing for many years now, without any major problems."

PK Media has already won several international awards. In 2007, the company won its first FESPA Award for wall graphics displayed in the Kunsthal Museum in Rotterdam. Bas Schuring created stickers for a glass wall as part of an exhibition on dinosaurs. "The 16' x 80' (5 x 25 meters) wall was completely covered with an image of the jungle. We used transparent foil that let daylight through, which created a very nice effect and allowed the wall to blend with the garden. The FESPA Awards jury was thrilled with the result and awarded us the gold prize. We also won a Mactac Award for this project," explained Schuring. PK Media won a second FESPA Award for a totally different project: designing a cover for the back of Philippe Starck chairs. The chairs are part of a marketing campaign for a new line of clothing and are used in the dressing rooms of the shops that sell the clothes. Schuring printed the designs in reverse on vinyl and applied the prints on the back side of the transparent back of the chairs. The same designs were used on the clothes, so the link between the clothes and the chairs was made clear. The prints were produced on removable material so they can be switched every season. Currently there are 50 of these chairs in shops across the world.



Erik Witjes (Tripa), Bas Schuring and Pleun Klootwijk (PK Media) receive the Mactac award

PK Media is convinced that outdoor advertising will remain an important medium, despite the evolution of online advertising. "It's becoming more and more difficult to obtain licenses for advertising on lampposts, but that doesn't mean that it will disappear. Outdoor advertising remains a very effective form of advertising and people are used to seeing advertisements while on the streets. Moreover, we keep discovering new outdoor advertising opportunities. Recently, we began offering advertising on taxis and we've already received our first orders. I'm sure this will give us fresh inspiration for new advertising media," said Schuring.

For more information, please visit www.pkmedia.nl

"The 16' x 80' (5 x 25 meters) wall was covered completely with an image of the jungle." – Bas Schuring



Roland SOLJET SC-545 printer/cutter

PK Media staff applies print on to the glass wall in the Kunsthal Museum





The catalog at the Tourism Exhibition of Rome

A Guinness World Record Catalog!

Giant 264-page book is world's largest

SORA (FROSINONE), ITALY – The largest book in the world has been created in Sora, Italy. It is a giant catalog commissioned by an international tour operator for clients in the United Arab Emirates.

The catalog was printed by Enzo Canettieri, owner of Poligraph, a typography and graphic design firm. Canettieri says he grew up “drinking milk and ink” and this gave him special “chromatic fingers” for the digital printing field.

The enlarged catalog reproduces the original version very accurately, and is a full 264 double-sided printed pages with a plexiglass cover. The statistics are amazing: The book measures 5.25' x 5.25' (1.60m x 1.60m), took 30 working days to produce, and, including labor and materials costs, is valued at US \$2000 (€20,000). After printing, Canettieri had to search for a suitable cutter, which he borrowed from a colleague in Aprilia (Latina-Lazio).

The catalog was shown at the Tourism Exhibition of Rome and then at the Roland Creative Center, where it was received with great admiration.



Enzo Canettieri assembling his enormous catalog

Enzo Canettieri states: “I embarked on a remarkable solo adventure in creating this catalog. I printed 18 hours a day for 6 days. You can easily understand how I felt as time went by.”

Canettieri used his Roland SOLJET SJ-640 to print the 7500 sqft (700 sq. meters) necessary to create the enormous catalog.

News of the project soon spread and many curious and interested people went to Canettieri’s laboratory to see his work. Many



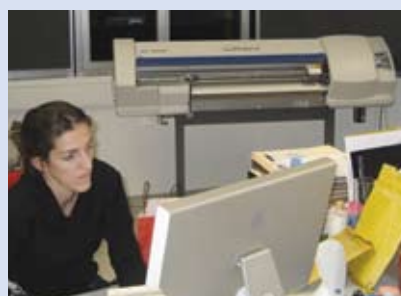
Roland SOLJET SJ-640

“I embarked on a remarkable solo adventure in creating this catalog.” – Enzo Canettieri

Prototyping POP with Roland Color and 3D Devices

BARCELONA, SPAIN – Bundó Display, founded in 1983, had its origins in the metal industry and has since evolved to produce fixed point of purchase displays for small food stores. In the beginning, the company made displays with its own tools. Through dedicated professionalism and a strong vision for its business, Bundó Display has now grown to comprise a staff of 29 serving clients throughout Spain. In the past few years, their success has allowed them to expand sales to parts of France.

Today the company counts among its customers highly prestigious perfume companies such as Prada and Carolina Herrera, as well as internationally renowned brands like Revlon, Coca-Cola and Damm. Marc Bundó, vice president of the company, attributes its success to the company's unique business formula, which they call the "5 + 10." Bundó Display promises its clients an outline of their project in five days and a prototype 10 days later. To meet these deadlines, Bundó Display had to stop printing its jobs with a conventional laser printer and subcontract with a mold setter to produce the necessary display forms.



The company has its own designers to provide specific solutions to their customers.

To better manage its production, Bundó Display invested in a Roland MDX-650 milling machine. Incorporating this equipment into the production environment not only allowed them to cut down the wait time for the finished prototype, but it offered them more flexibility for changes and corrections, thereby lowering production costs.

To complete the creation of finalized prototypes, the company also acquired a Roland VersaCAMM SP-300V. This versatile printer/cutter combines high-quality printed graph-



Marc Bundó, Vice-President of the company, with one of their latest designs



Roland MDX-650

ics with precise cuts, adjusting each design to the client's needs. Marc Bundó said, "Clients won't accept projects that they simply like; they have to really be excited by the project."

More and more, companies are opting to promote their products through point of purchase displays. Larger corporate brands are seeking to decorate display spaces in ways that make them attractive to potential buyers. When approving a project, clients want to see prototypes that are as close to the final product as possible. In the words of Marc Bundó, "The success of our company is based on our ability to understand the client's profile in the first meeting and create highly creative and functional prototypes."

Currently, Bundó Display creates more than 20 prototypes each month, demonstrating the trust invested in them by their clients throughout their 25-year history.



journalists also published articles and photos in the local press. Canettieri was incredibly happy and proud of his workmanship. Canettieri has been a printer for 27 years, inheriting the business from his father, and says he never thought he would find so much satisfaction in his work.

About two years ago, Canettieri upgraded his production platform from classic offset printing to digital printing. In addition to the SJ-640, he purchased three new Roland machines: the SOLJET PRO III XC-540 and VersaCAMM SP-540V printer/cutters and a CX-24 vinyl cutter, allowing him to enter new markets. Incorporating the new technology was not accomplished without some effort. The most difficult and costly aspect for Canettieri was mastering use of the new media. Today his production environment is fully functioning and Canettieri is proud to be a technological craftsman.

Canettieri's passion comes through when he describes his work: "I love my job so deeply that I do not feel the strain of the long hours. Money is not the main reason why I am in this business. It's the personal satisfaction that only people sharing my passion for fine workmanship can understand."

Roland Sponsors Rally Dakar Argentina-Chile Team



Bowler Wildcat Sponsored by Roland DG

SPAIN, ARGENTINA-CHILE – Roland DG recently sponsored the Roland DG Color Team in a racing adventure across South America. The team successfully participated in the Rally Dakar Argentina-Chile, which spans 6214 miles (10,000 km) of rugged terrain and extreme weather conditions.

Of the 530 teams who started the rally in Buenos Aires, only 51% were able to make it to the finish line. Two million people watched the race live and an additional 10 million followed it on television and in international newspapers. The Roland DG Color Team came in 36th out of the 270 cars who finished the race. As Josep Maria Garrofé, official driver for the team and graphic designer said, "The adventure

was incredible and the team was honored to represent Roland DG. Our strong finish is the result of months of training and effort and would not have been possible without Roland DG's support."

For this event, the driver and technical team worked day and night to prepare the official vehicle, a Bowler Wildcat. Josep Maria Garrofé was in charge of creating the corporate image for the team's vehicle for the Argentina-Chile Rally. To create the 4 x 4 graphics, Roland called on the designers at Mat-Wraps, a company that specializes in vehicle graphics. Mat-Wraps' production director, Manel Aguilar, brings more than 17 years of graphic arts experience and 5 years specializing in vehicle graphics to his craft. During a visit to his workshop, he spoke to Roland about the training courses he conducts throughout Spain for users of the unique GrafWrap vehicle graphics solution. This system, developed and distributed exclusively by Graftyp in Spain since 2005, was used to produce the vehicle graphics for Roland DG Color Team's Bowler Wildcat.

After this outstanding experience showcasing Roland DG's commitment to excellence, the team is considering participating in another competition where they would again rely on Roland's support while spreading the word about Roland DG products' reliability and superior performance.

I-DESIGN Company, Ltd.

OSAKA, JAPAN – Imagining an object in full scale is the ideal of design. I-DESIGN Company, Ltd. is a well-known product design company and a leader in Japan's 3D CAD product design industry. The company plays an active role in defining the Japanese design market, having recently run a year-long series of articles entitled "3D Design Practical Seminar" in NIKKEI Design Magazine. The company also offers design seminars for professionals. Mr. Ishimoto, president of the company, is chairman of the Rhinoceros Software Users Society in Japan.

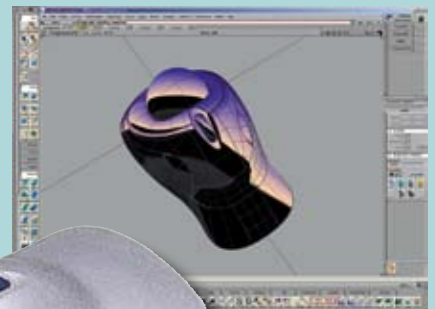


Mr. Ishimoto, president of I-DESIGN Co., Ltd.

I-DESIGN purchased a Roland MDX-500 milling machine to improve its designers' skills in two areas: To be able to capture virtually designed shapes in 3D CAD as real shapes, and to create more effective product presentations for its clients.

"Imagining an object in a full-scale size and actually creating it are the significant elements of product design," said Mr. Ishimoto. "The MDX-500 has filled the gap between a virtual image on screen and a real shape." Ishimoto notes that in this era of CAD/CAM design, designers need to be more informed about production issues and have the knowledge and skills to effectively utilize 3D CAD data to produce full-scale models. "As a result of adopting the MDX-500 technology and allowing our designers to create an actual full-scale sample, we have both improved our designers' skills and have shortened the time needed for clients to approve a project."

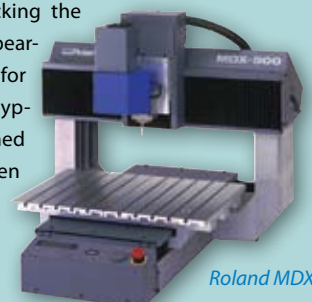
To create a model of one of its designs, I-DESIGN professionals select the most appropriate software, generally Rhinoceros,



The Roland MDX-500 mills the design into a highly accurate prototype



SolidWorks, or Design Studio, and create a 3D CAD data file. The file is then sent to CraftMILL CAM software to generate a tool path. Next, the designers select the most suitable material for milling, for example, chemically treated wood for checking the design's appearance or ABS for part prototyping. The finished model is then presented to the client for approval.



Roland MDX-500

Wax to the Max 2008 Jewelry Design Competition

JOHANNESBURG, SOUTH AFRICA

The Wax to the Max 2008 Jewelry Design Competition was an overwhelming success. The competition was hosted by Telpro Management (Pty) Ltd., Roland DG's partner in Sub-Saharan, in collaboration with the Jewelry Council of South Africa, Harmony Gold Mining Company Limited, and jewelry retailer American Swiss, who together created one of the most exciting jewelry design competitions in South Africa.

Wax to the Max was a step forward in publicizing the jewelry design industry, with a focus on promoting CAD (computer aided design) and CAM (computer aided manufacturing) processes and encouraging commercial jewelry design. The competition was open to Southern Africa's practicing jewelers, apprentices and students of jewelry design, as well as manufacturers, who were all required to submit their entries in the form of renderings.

The competition received more than 229 entries from practicing jewelers and students, apprentices and non-jewelry practitioners. "Centuries of Love" (bridal jewelry), "Measure of Success" (signifying style, success and fame), and "Home Away from Home" (jewelry gifts from South Africa) were the three themes

provided to spark the contestants' imagination. Each entrant submitted five products that formed a collection under their chosen theme. The themes unleashed endless design opportunities for the entrants and the results were dazzling!

During the competition, entries were displayed on the Telpro Management website and updated daily. Each month, the entry with the most unique public SMS votes won a laptop computer. Instant winner prizes such as USB devices, CD vouchers and movie tickets were given away at random to those who voted for their favorite design. A panel of judges carefully selected nine overall final-

ists. The criteria for the judging included: interpretation of the theme; wearability; innovation; creativity; manufacturing practicality; and the innovative use of materials. Limitations were placed on the designers in terms of cost and materials to help them understand the constraints they will face when working with the commercial market. Although the judges looked for commercially viable designs, designers were encouraged to create jewelry that would startle and surprise audiences.

The competition also exposed designers to the latest cutting-edge jewelry wax production machines, coupled with the latest in design technology. The finalists, along with the jewelry design lecturers who encouraged their students to enter the competition, were invited to attend Telpro Management's workshop in Johannesburg where they were introduced to the Roland JWX-10 and JWX-30 milling machines and to JewelStudio.

Raw materials were supplied to manufacture the nine finalists' collections, and the Roland JWX-30

was used to create all the wax models for the jewelry pieces. The finalists' collections were then exhibited at International Jewellery 2008 in Sandton, South Africa. The public voted for its favorite designs and determined the final award winners.

In a tribute to South Africa's exceptional creative talents, the Wax to the Max sponsors honored the winners of its competition at the Jewellery International Trade Fair 2008 Dinner Function at the Sandton Convention Centre on August 9th, 2008.



The overall winner of Wax to the Max 2008 Jewelry Design Competition, Janine Basson from Cape Town, was awarded a Neutec J-2r vacuum casting machine plus start up kit, a Vic 12 casting system with programmable oven, a Roland JWX-30 wax model milling machine and a polishing station. Four JWX-30s and four JWX-10s were also awarded to jewelry design schools that showed outstanding performance during the competition.

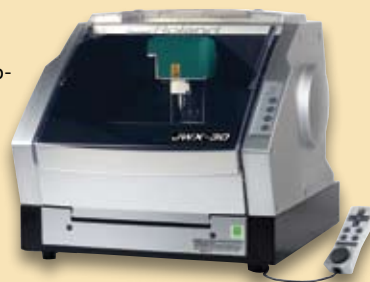
The collection has now begun its annual road show of national and international exhibitions, commencing with the International Jewelry London exhibition on August 22-28, 2008 in the UK. Four of the nine finalist collections will be produced as the "Wax to the Max Collections" and sold nationwide in American Swiss retail stores beginning April 2009.

The Wax to the Max team would like to again thank everyone who took part in this competition. With the help of entrants and all the SMS votes, R10,000.00 was raised for the Hamba Phambile Trust supporting AIDS Orphan Education at Vuleka and Sparrow Village.

To view the results of the Wax to the Max 2008 Jewelry Design Competition, visit <http://www.rolanddg.co.za/WAX2MAX/wm.html>.



Far left: Overall Winner, Janine Basson of Van Deijl Jewellers in Tygervalley



Roland JWX-30

Bringing Ideas To Life

Zealous Architectural Hardware

PONSONBY, AUCKLAND, NEW ZEALAND – New Zealand's Zealous Architectural Hardware has carved out a reputation for creating innovative, breathtaking works such as exclusive door handles, bronze artworks, park furniture and commissioned pieces. Now, to give their designers a technical advantage, the company has acquired the Roland MDX-540 and MDX-650 milling machines.

Today Matt Von Sturmer designs and produces prototypes for his hardware company, Zealous Architectural Hardware. In addition, he does contract design consultation and design work for special projects. When he's not producing his own designs, he looks for collaborative opportunities with interesting individuals, companies and organizations. Recent projects include developing a cast iron fire bowl/cooker with David Trubridge and Essence, designing and manufacturing a water feature for a town square and working with artists from a West Auckland Iwi tribe on civic artworks for a library and council building. In addition, he has also produced a range of park furniture.



Flax Lever Handle

With the advent of new technology such as the Roland MDX line of milling machines, Matt has been able to refine his creative and production processes. "The ability to produce a prototype, test it for function and then produce a part within a day continues to amaze me," said Matt. "I am able to work through numerous iterations quickly and to tolerance. Currently our two machines are used for a mix of tooling/prototypes and production. The MDX machines produce fantastic surface finishes and very fine tolerances on a wide range of materials. They represent a new type of manufacturing where high value, low volume business can be created from a very small footprint."

The Roland MDX milling machines are the perfect accompaniment for Matt's creative flair and problem solving nature. "Having a studio with a range of tools including two MDX machines means that I can work in a number of ways," said Matt. "I like to hold and see objects, so often I will start directly in the 3D software (Shark FX) and within hours cut prototypes in real or sample materials. I can then let the material or production information inform the next evolution of the design."

For Matt and Zealous, the future is bright. In 2009 the company's door handle product line will be available in Australia. For more information, visit the Zealous Architectural Hardware website at: www.zealoushardware.co.nz, or visit www.rolanddg.com.au.



Roland MDX-540



Cast Iron Fire bowl/cooker



A student's poster project

First Danish Roland DG Academies Prove Successful

COPENHAGEN, DENMARK – Roland DG North Europe has opened Roland DG Academies in cooperation with Copenhagen Technical Academy & Polytech and Media College Aalborg, two graphical schools residing in each part of Denmark. This worldwide initiative was carried out during the fall of 2008 and is currently enjoying a great deal of success.

The academies are aimed at serving as state of the art educational facilities at the schools containing

select models from Roland DG's product catalogue that best serve the schools' and their students' needs and focus areas. Each day the academies are being used by students and the academies play an important role in taking their projects to a higher

level. The latest examples of activities in the academies have been the production of artwork aimed at helping communicate the advantages of Copenhagen Technical Academy & Polytech to potential students at an event at Copenhagen City Hall. In turn Media College Aalborg has had great



Opening Speech at Copenhagen Technical Academy



A student's work

success in showing the wide possibilities of digital printing to its students since the opening of their academy. This type of collaboration has been greatly emphasized by the Danish government as it contributes to improve skills and innovation in the graphical business in the long run.

The collaboration is also an opportunity for Roland DG to communicate the company's core strengths and values to future employees of the graphical business while at the same time being able to utilize the academies as demo and seminar facilities for the graphical business as an added value in connection with sales.

One or two more Danish academies will be planned before implementing the concept to other markets of Roland DG Northern Europe.



Students at work during a Wrap Course

From XC-540 to Kids' Feet

Pixote customizes children's shoes with Roland technology

BIRIGUI, BRAZIL – You might say that to children, fashion is mainly lots of fun and colors. After all, despite the aesthetics of clothing design, children want to turn their clothes into toys. Keeping an eye on that playful universe, the shoe industry in Brazil seeks inspiration from comic strips, TV series and cartoons to help bring joy to kids when it's time to put on their sports shoes, school shoes and sandals.

Specializing in the customization of children's shoes, Indústria de Calçados Pixote has 230 employees and manufactures 3,000 pairs of shoes a day. The company is located in Birigui, a city known as the Brazilian capital of children's shoes. Of its total production, 30,000 -40,000 pairs are customized each month using Roland's SOLJET XC-540 54" digital printer/cutter. The SOLJET is the third Roland machine owned by Pixote since the company was introduced to Roland solutions at a digital printing trade show in São Paulo.

Indústria de Calçados Pixote was founded in 1991 by Valdecir Fagundes Prates. Four years later partners Eldir Paulo Scarpim and Oscar Fernandes Correia and brothers Dércio Varoni, Sebastião Varoni and Maria Inez Varoni joined the company. Today, Indústria de Calçados Pixote is managed by brothers Dércio and Sebastião Varoni.

Before acquiring its SOLJET XC-540, Pixote owned two Roland VersaCAMMs: a VP-300 and an SP-300, which were sadly lost after a fire destroyed most of Pixote's industrial facilities. With the plant's reconstruction came the opportunity to modernize their equipment and increase production speed.

"Other manufacturers do not offer equipment of this caliber, nor is their color resolution as accurate," remembers Dércio

Varoni, Pixote's owner. "Not only is Roland's print definition better, but it also offers more capabilities, such as being able to run thicker materials," he adds. The SOLJET XC-540 operates with a maximum thickness of 1.0 mm for printing.



Dércio Varoni and Edmar Varoni with Roland XC-540 printer/cutter

These features are critical market differentiators for Pixote. Since 1996, Pixote has customized children's shoes for multinational retailers C&A, an arrangement which has been very important to Pixote's business development. These days, Pixote finds its clients are demanding increasing precision in shoe finishing. "Customers are very particular about details which requires that we have very strict quality control," explains Dércio. "I bought the XC-540 to meet the needs of my customers such as C&A, who sell children's shoes throughout Brazil."

Since acquiring the XC-540 in June, 2008, customization of children's shoes led the company's 15% growth in production. The customized designs are based on characters such as Barbie, Hot Wheels, Hello Kitty and Spider-Man, winning Pixote many young customers ranging from babies to 10-year-olds.

In a difficult international economic climate, the Brazilian shoe industry still has a lot of steam. Shoe retailers there closed 2008 with an average of 5% growth and virtually no remaining inventory.

Thomas Wink, Virtuoso Graphics

Quality is Key to Success at Virtuoso Graphics

HOUSTON, TEXAS, U.S. – When the competition got tough, Thomas Wink got... Roland! Thomas began Virtuoso Graphics in 2004 and soon determined he'd need to improve his production environment to keep his business going strong. Virtuoso Graphics is located in Houston, TX where the sign making business is flourishing. "There are seven shops within three miles of us. What separates us from the competition is the quality we offer."

Virtuoso chose to upgrade their production platform with the Roland VersaCAMM VP-300 30" printer/cutter. "We decided to go with Roland because I had seen the Roland ad and ordered the free printed sample. The sample's resolution and the die cut were phenomenal," said Thomas.

Soon after, Thomas bought the VersaCAMM VP-540 54" printer/cutter to handle larger format jobs. "We used to have to outsource our banners, but now we save ourselves time, money, and, most importantly,

the extreme frustration of having an outsourced job come back late and with low quality work," said Thomas.

With two VersaCAMMs, Thomas has been able to take his business in innovative directions. Recently he's begun moving into solvent printing of four-color signs and banners and producing labels for his customers, which include restaurants, real estate offices, and other local businesses. "Roland's versatility has been critical to our business," said Thomas.

Thomas describes a recent high-profile project for long-time customer Novalash: "My client came in saying she had a new shop space that she wanted to divide, but she didn't want to use a wall. She asked me to come up with something creative, and she loved our solution."

Virtuoso's graphic designer suggested using a model's face (known as the "Novalash girl") on a translucent acrylic panel suspended from the ceiling. To accomplish the desired semi opaque effect, Thomas used Avery Sparkle Crystal frosted vinyl to print three panels with the model's face, each 32" wide and 10' long. Then he applied the vinyl onto 3/16" acrylic. On the reverse side, he applied unprinted frosted vinyl. This dual-sided application allowed the room to maintain a light, airy feel while still dividing the space into two distinct work areas. Thomas finished the job by installing the completed room divider using a Mustang suspended display cable system, with a track along the floor to keep it aligned. "My client was thrilled," said Thomas. "They have ordered two other panels."

Virtuoso's in-house designer uses Illustrator and Photoshop to render designs, then uses Roland's VersaWorks RIP software to output the print. Virtuoso relies exclusively on the accurate color matching from Roland Color and ECO-SOL MAX inks to make his projects pop. "Roland Color matches colors better than any system I've ever seen."

Thomas reports his shop is also branching out into interior and exterior restaurant signage with great results. In a variation on the typical restaurant sign, Virtuoso designs a die cut metal shape for the background that they send out to be cut. Then Thomas lays four-color graphics on the metal die cut. They finish by mounting the sign one inch away from the wall. "The signs appear to float on the wall. My clients and their customers really like that look," said Thomas.

In a saturated marketplace like the one in Houston, quality is a critical product differentiator. "There are so many other companies out there, but their quality is not as crisp," said Thomas. "Our VersaCAMMs give us the versatility and high quality output we need to keep our edge in the market."



32" x 10' Frosted vinyl panels printed with a Roland VersaCAMM for Novalash

"We used to have to outsource our banners, but now we save ourselves time, money, and, most importantly, the extreme frustration of having an outsourced job come back late and with low quality work."



Roland VersaCAMM VP-540 54" Printer/Cutter

Creativity Takes Shape with Resin

ACQUAVIVA PICENA, (AP) ITALY

In 2002, Gianluca Rosati founded Exetera, a company that specializes in designing and producing elaborate gift items. Exetera also creates products for other markets, such as model airplanes. In fact, Gianluca has "played" with resin since he was a child, creating models as a hobby

When he began Exetera, Gianluca created his objects by hand, a time-consuming and expensive production method. Today, thanks to the Roland MDX-40 milling machine, Gianluca's production cycle is considerably shorter. Once he conceives an idea for a new project, he designs it on the computer and then gives it shape with the MDX-40. Using these technologies, Gianluca can create up to 60 new items each year. The entire production cycle, from idea to finished product, takes only about a month. The MDX-40 saves him 3 to 4 weeks on each production cycle by simply allowing him to quickly render a well-finished product in resin.

Exetera's production cycle can be summed up in several precise steps: First the idea is developed, then the item is designed on the computer, and then the prototype is created with the MDX-40. Once the prototype is ready, Exetera's employees use it to make a mold

into which resin is cast. The created object is then silver-plated and, sometimes, colored.

The process requires meticulous and careful work from highly skilled craftsmen. Exetera employs four staff members who are supported by a series of contractors as well as a network of representatives all over Italy that assist with nationwide marketing.

Gianluca is particularly proud of the latest objects he has made with the MDX-40: emoticons and cards. The cards show some imperfections in their workmanship, which make them seem almost handmade.

Gianluca's advice to anyone who would like to start their own business is concise: "Care deeply about what you produce, use the available technology, and diversify your product line."

We asked Gianluca how the current economic crisis is affecting his business. Gianluca's

opinion is that people are afraid to spend their money and, in spite of the fact that Exetera has not raised prices in two years, customers tend to haggle about price these days.

In Gianluca's view, the skill of the craftsman still makes an important difference in creating quality objects. He believes that although technology has made his craft accessible for mass production, there is no replacement for a true craftsman's skill in designing and manipulating objects.

Gianluca says that the most important aspect of his work is being able to continually offer new items to the market. He uses today's technology to bring his innovative designs to his clients, in much the same way that journalists use the Internet to bring news to their audiences. Gianluca registers the trademarks for his drawings, so his designs are protected and his rights are preserved. The emoticons are a clear example of his innovative work: Gianluca has designed 12 emoticon shapes and has new designs in the pipeline.



Roland MDX-40



Exetera's showroom



The object in resin before and after being silver-plated



"Care deeply about what you produce, use the available technology, and diversify your product line."

– Gianluca Rosati

A Golden Machine

GOTHENBURG, SWEDEN – Near Gothenburg, Sweden's second largest city, a traditional Swedish wooden house hosts a high-tech goldsmith company that has made metal milling with the Roland MDX-540A their specialty.

Guldsmedshuset, or The House of Goldsmiths, is a family business founded by Thomas Johansson in 1973. Thomas and his father, Stig Johansson, are both skilled goldsmiths and they, together with goldsmith Peter Nordholm, make up the staff at Guldsmedshuset.

The shop is a wonderful mixture of new and old. There, modern jewelry is encapsulated in traditional materials. The solid ash display cases complement the delicate yet powerful jewelry on display. Virtually all of the jewelry is handmade, and you sense that this is a place of original design, where you will not find inexpensively made, mass produced jewelry.

Although it is primarily Thomas Johansson and Peter Nordholm who use the Roland MDX-540A, Stig Johansson is very passionate about utilizing its capabilities in the business.

"The goldsmith business has to evolve. As a craft, we have not had any genuine evolution for 150 years," Stig explains. "We were invited to a seminar where we saw a demonstration of the MDX-540 and ArtCAM Jewelsmith software and right away we knew that the revolution was here. We saw with our own eyes all the possibilities it would provide, and that was why we chose to invest in the Roland MDX-540 with ArtCAM Jewelsmith."

They bought their MDX-540A in April 2007, expecting to use it 80% of the time for wax milling and 20% for metal milling (gold, silver,

brass, etc). Just one year later, the numbers are completely reversed. To their amazement they have found that they actually mill 20% in wax and 80% in metals. The results are beyond their wildest imagination, and the MDX-540A has proven to be an even better investment than expected.

Many goldsmiths avoid modern CAD/CAM tools fearing that it will diminish everything they have spent their life learning. But milling precious materials like gold still takes more than just above-average computer skills. Thomas Johansson explains: "We're not afraid that this makes us obsolete or reduces our skills in any way. You still need to have a goldsmith's understanding of the materials to use it. Of course the machine mills the jewelry, but we designed it, we apply the all-important finish, and we know which parts of the jewelry are weak and which parts are strong. These are crafts that you learn by hand, and no use of computers can substitute for that."

Far from rendering goldsmiths obsolete, applying IT solutions in the design of jewelry has opened new possibilities for Guldsmedshuset. When a piece of jewelry is designed using computer software, the goldsmiths can create a .pdf file and mail it to the customer. The new versions of Adobe Reader can display 3D images from all angles. This way, the customer can see the new piece before buying it. If the computerized image does not satisfy their customer's need to see



For many years, avid sports fan Stig Johansson has followed the local ice hockey team, the Frölunda Indians. The Indians play in the most competitive Swedish league, Elitserien. They last won the national title in 2005 and the team is considered one of Sweden's strongest. The club logo depicts a Native American in a feathered headdress. As a souvenir, the club made standard pins featuring a colored plastic logo.

The logo pins are frequently worn by fans in the stands, but Stig Johansson wanted to create a pin that would be appropriate to wear with a suit or in the sponsors' lounge. He and Peter Nordholm created a more elegant silver pin using the MDX-540. They scanned the image of the pin and imported it into ArtCAM. Using the software, Peter then easily turned the two-dimensional scan to a three-dimensional relief, ready for milling in the MDX-540, creating a newer, more stylish pin.



Master Goldsmith Thomas Johansson

the piece, the customer can come to the shop and see a model milled in wax.

The MDX-540A has rightfully earned its position as the cornerstone of the modern goldsmith workshop. As Thomas and Peter gain experience with the software and the machine, we will surely see an impressive flow of breathtaking, creative jewelry from Gothenburg.

With the Roland MDX-540A, Thomas and Peter prefer direct milling in precious metals. Here they mill a solid gold bar.



"The goldsmith business has to evolve. As a craft, we have not had any genuine evolution for 150 years"
– Stig Johansson

School of Architecture Embraces Roland MDX-540 Milling Machines

LONDON, U.K. – Students at the Architectural Association School of Architecture (AA) in Central London are using two Roland DG MDX-540 milling machines to produce scale models of design concepts at the school's state-of-the-art digital prototyping lab. The AA is Britain's oldest and most prestigious school of architecture and is internationally renowned for its progressive thinking and support for new technology. Models produced using the MDX-540s include urban design proposals, landscapes and building components.

The AA offers undergraduate, graduate and master degrees, and the models produced by students using the MDX-540s are critical elements of their studies. According to Jeroen van Ameijde, head of digital prototyping at the AA, the MDX-540's robust construction makes it ideal for withstanding the rigors of daily use by enthusiastic students. "They are the most reliable machines in the lab and, with some students depending on them to produce models in time for graduation, they have to be. Each machine is used to produce between two and four models a day – sometimes being left to operate overnight – and the machines have never let us down. The build quality is obvious when handling and operating the MDX-540. Features such

as a pressure switch, which pauses the machine if it senses that the milling speed is too high for the density of the material, provide extra protection from accidental damage."

Students using the MDX-540 at the AA are typically milling models out of high-density foam or polyurethane modelling board, which is durable enough to ensure the models aren't easily damaged but can be milled at high speed by the MDX-540. The school uses its MDX-540s in conjunction with Rhino3D design software, and uses ArtCam Pro and Maya software to create tool paths.

The AA first opened its digital prototyping lab in summer 2007, investing in its first MDX-540 along with two laser-cutting machines and a 3D printer, and incorporating the existing larger 1200x1200 CNC machine. Before opening the lab, the students were forced to outsource their modelling requirements. According to Mr. Van Ameijde, the investment in a second MDX-540 has significantly improved prototyping efficiency at the school: "Having the second MDX-540 means we have been able to move production of the relatively smaller, highly intricate models off of the larger CNC machine completely, which is cumbersome and slow in comparison to



One of two Roland MDX-540 milling machines used by students at the Architectural Association School in London

the Roland DG milling machines. We were so impressed with the first MDX-540 that it was an easy decision to invest in the second a year later."

The experimental and creative nature of the prototyping work produced by students means that there is huge variation in the work carried out by the machines. Mr. Van Ameijde says that the MDX-540's versatility and ease of use has made it popular with the students and the staff. "Every model we develop is unique and the precision of the MDX-540s unlocks many new possibilities for us. Custom settings are often required and these are easily input, making the MDX-540 suitable for experienced professionals and novices alike.

"The reliability of the machines and the fact that they require practically zero maintenance has meant they have integrated well into an educational environment and they're a valuable resource for the school. The technology present in the MDX-540 and the techniques in its operation are similar to those used in the construction industry and we are currently experimenting with casting and vacuum-forming technologies using molds milled on the MDX-540," concludes Mr. Van Ameijde.

Wild Wraps

Boat wrap withstands pounding waves at 130 mph.

John Evans and Luke Riley of Racepaint/Fleeting Image in Queensland, Australia designed and applied this colorful wrap on an American-built 39 MTI boat. The design process began with color roughs drawn with felt markers on paper, using their logo as a spin off point. John prefers to use an asymmetric design for this type of application as it gives an interesting perspective from all angles. The images were then transferred to the printer through Adobe Illustrator and the Wasatch RIP program. To correctly engineer the wrap for the 39 MTI's specific dimensions, John and Luke worked from a two-meter model of the



Wrapped by: Racepaint/Fleeting Image
Ink: Roland ECO-SOL MAX
RIP Program: Wasatch

boat. The two men applied the wrap in three days on site in Southport, Queensland. The wrap used approximately 50 meters of Avery vinyl and overlaminates, and was all edge sealed on completion to withstand pounding waves and speeds of up to 130 mph. The boat had a few sea trials and finished third in a race at Red-cliffs in Queensland. Standing up to the rigors of racing without any damage, the highly durable wrap came through with flying colors.



Roland SOLJET PRO II SC-545EX

From Religious Medals To Industrial Pieces

Prisma Gravuras records a 30% growth per year with Roland 3D machines

SÃO PAULO, BRAZIL – Quality, flawless execution and increased productivity: These were the reasons that led entrepreneur Adolfo Rodrigues of São Paulo, Brazil to upgrade his production platform from a pantograph to Roland's high-precision 3D products.

The modernization of Prisma Gravuras' industrial base was also due to the direct influence of his nephew, Eder Rodrigues. Twenty years younger than Adolfo, Eder encouraged his uncle, who had taught Eder the business, to explore new markets.

Thanks to Eder and other employees with advanced degrees from outstanding institutions such as SENAI – Serviço Nacional de Aprendizagem Industrial (Brazilian School of Industrial Education) – Prisma purchased Roland's automated equipment and implemented a new production philosophy. In eight years of partnership, Prisma Gravuras has expanded its portfolio of Roland machines to include a PNC-2300, MDX-650, MDX-500, MDX-540 and a JWX-10, as well as a 3D PICZA scanner.



(left to right) Eder Rodrigues and Adolfo Rodrigues

and artistic engravings on plates, prototypes and molds for shoes, fashion accessories and household appliances, and electrodes for electro-erosion and reverse engineering. In this way we can reach a tremendous number of market segments," says Adolfo. Adolfo notes that the sector of corporate giveaways, promotional products and gifts such as key rings, pens and watches/clocks sold over \$2.6 billion in Brazil in 2008.

"The services we provide from our machining centers grow 10% each year, whereas those performed with Roland solutions for engraving and prototyping are increasing by 30% annually," explains Eder.

With one of the first machines the company acquired, the MDX-650, Prisma Gravuras fulfills its many orders for objects with a religious theme. For example, the company produced dozens of small medals featuring the Vatican coat of arms which were sent to the seat of the Catholic Church in Rome. The MDX-650 was also used to manufacture a plate for the Monastery of Saint Benedict, one of the most important historic buildings in São Paulo, after Pope Benedict XVI's visit to the site in July 2007.

Combining the best techniques from each generation has resulted in the acquisition of Roland 3D technology. However, the company still values what Adolfo calls "the human art of design." Adolfo was producing hand-made sculptures at age 14 using a chisel, the sculptor's cleaver, on plaster and resin. Although this skill has remained with him throughout his years at Prisma, he concludes, "Today if I did not have Roland 3D equipment for machining, engraving and digital design, I would need another 30 employees using pantographs. The difference between a manual and an automated machine is tremendous. Two professionals can operate and manage all of our Roland 3D machines."



Roland's JWX-10, MDX-540 and MDX-650 in the Prisma Gravuras factory

"With the Roland machines we can provide a number of services including the production of wedges for coining medals, molds for industrial pieces and jewelry, and injection molds for the plastics industry, toys and giveaways. We can also produce technical



Roland VersaUV LEC-300 Earns 2008 DPI and Viscom Awards

Outperforming all others, Roland's first-ever UV inkjet printer/cutter took top honors in these prestigious 2008 industry competitions:

2008 DPI PRODUCT OF THE YEAR AWARD

Poster Category

2008 VISCOM INNOVATION AWARD

Digital/Large Format Printing Category

The DPI awards are widely recognized as the ultimate measure of product performance and quality. The Viscom Innovation Awards recognize the industry's most innovative products. We are honored by these accolades and proud to bring this powerful technology to Roland customers everywhere.

Roland Sponsors Eco Journey

Roland employees, affiliates and partners in business gathered last October at the Club Sirio Libanes in Buenos Aires, Argentina to celebrate the success of Eco Journey South America 2008, a major public service campaign and automotive tour across South America to raise awareness for environmental issues throughout the continent.



Founded by Team ACP, a Japanese racing team and former Paris-Dakar Rally champions, Eco Journey 2008 followed a decade of similar "eco missions" completed by the team worldwide. Throughout the journey, Team ACP worked to minimize fuel consumption across South America's extreme environmental conditions, demonstrating the power and viability of today's fuel-efficient hybrid vehicles.

New LPX DS and RE Series 3D Laser Scanners



Roland has introduced new LPX 3D laser scanners equipped with powerful software options to maximize product performance.

Roland LPX 3D scanners capture complex data for a wide variety of CAD and computer graphics applications including hand-held consumer products design, package design, hand-sculpted items and biomedical product design.



The new LPX DS series includes the LPX-60 / 600 / 1200 DS models featuring EZ Studio™ and Dr. PICZA 3™ scan control software for generating 3D data at the touch of a button. LPX-60 / 600 / 1200 RE series features new Pixform® Pro II reverse engineering software enabling professionals to quickly and intuitively convert scan data into fully editable 3D CAD models.

Roland offers three 3D scanning options. The LPX-60 scans objects measuring up to 12" high by 8" in diameter and the LPX-600 scans objects measuring up to 16" high by 10" in diameter. The maximum scanning resolution for both models is 0.2mm (0.008"). The LPX-1200 scans objects up to 8" high by 5" in diameter and offers a maximum scanning resolution of 0.1mm (0.004").

Roland Introduces EGX-30A Engraver



A cost-effective engraving solution equipped with advanced features, the third generation EGX-30A is ideal for both in-house and retail environments.

New USB 1.1 interface support, a brushless DC motor and faster engraving speeds allow the EGX-30A to create a wide range of custom products that include badges, nameplates, gifts and awards. When paired with optional R-WearStudio™ rhinestone design software from Roland, the EGX-30A can also be used to produce engraved templates for custom rhinestone-studded T-shirts and gifts.

The EGX-30A scribes light metals such as brass, aluminum and copper for great looking trophy plates. It also cuts plastics for producing professional looking badges, nameplates, key rings and luggage tags. The EGX-30A comes with a full suite of software that supports a wide range of engraving applications.

Roland Announces EGX-360 Gift Engraver

Roland has introduced a new gift engraver aimed at boosting profits for gift shops, trophy shops and jewelry retailers. Capable of both cylindrical and flat engraving, the EGX-360 produces everything from gifts, jewelry and awards to ADA signs and rhinestone decorated apparel.



Able to engrave cylindrical objects made of glass, crystal and metal, the EGX-360 quickly and easily personalizes flasks, wine bottles, mugs, wedding sets, cigar tubes, rings and much more. The desktop device also excels at flat

engraving, diamond scribing and 3D reliefs. It handles everything from plastic and light metals to wood and artificial marbles.

The EGX-360 works seamlessly with Roland R-WearStudio™ and comes with a full suite of software that supports a wide range of engraving applications.

Roland Introduces R-WearStudio™

Roland has introduced powerful new design software for apparel and gift shops. Roland R-WearStudio™ facilitates the production of a wide range of profitable jobs, including heat-transfers for apparel, gift engraving, hot-fix rhinestones, vinyl lettering, labels and decals.

Roland R-WearStudio™ lets users create apparel decorations featuring rhinestone embellishments and heat transfers using vector-based designs, logos and lettering. Users can import their own graphics, rhinestone patterns, personalized lettering, unique backgrounds and more. As a result, Roland R-WearStudio™ users can create a wide variety of rhinestone templates quickly and inexpensively, eliminating the need for outsourcing.



The software supports a large library of 500 hot-fix rhinestones that match the different colors, sizes and types available on the market. It also displays a job's cost, allowing users to quickly calculate profits and manage rhinestone inventories.

Roland Announces New "i" Series VersaCAMM and AdvancedJET Inkjets

Roland has announced new "i" versions of the company's popular VersaCAMM VP Series inkjet printer/cutters and AdvancedJET AJ Series grand-format inkjet printers. The new AdvancedJET AJ-i and VersaCAMM VP-i inkjets feature Roland Intelligent Pass Control to achieve a new standard for print quality and productivity while virtually eliminating banding.

The new VersaCAMM VP-i Series includes the 30" VP-300i and the 54" VP-540i. Featuring award-winning ECO-SOL MAX ink, VP-i printer/cutters are precision engineered to produce professional-quality posters, banners, POP displays, labels, decals, vehicle and floor graphics, heat transfers for apparel and more.



Designed for high-volume printing and rush jobs including

billboards, banners, fleet and vehicle graphics, the AdvancedJET

AJ-i Series includes the 74" AJ-740i and the 104" AJ-1000i. The AJ-i

series features EcoXtreme ink in two formulations: new low-odor EcoXtreme i ink for three-year outdoor durability and economical EcoXtreme LT ink for shorter term display.

A free Roland Intelligent Pass Control upgrade is available to existing VP and AJ customers.

Tradeshows and Events

Month	Date	Event	Venue	Country	
MAY	7-10	Zoomark	Bologna Exhibition Centre	Italy	
	11-14	Hispack	Fira de Barcelona	Spain	
	12-14	FE3PA Digital	Amsterdam RAI	Netherlands	
	12-14	SME Rapid	Renaissance Hotel & Convention Center, IL	USA	
	21-23	National Manufacturing Week	Melbourne Exhibition Centre	Australia	
	23-26	Viscom Regional	Bologna/Modena	Italy	
26-29	PaPrint Show	Melbourne Exhibition Centre	Australia		
JUNE	3-6	InterGrafika	Zagreb	Croatia	
	11-14	Siagra Casablanca	Foire Internationale de Casablanca	Morocco	
	12-14	National Funeral Exhibition	Stoneleigh Park	UK	
	16-18	Queensland Safety Show	Brisbane Exhibition Centre	Australia	
	17-19	Sign Expo 2009	Osaka ATC Hall	Japan	
	24-26	DMS 20th Design Engineering & Manufacturing Solutions Expo	Tokyo Big Sight	Japan	
JULY	8-10	Novelty & Premium Goods Expo 2009	Tokyo Big Sight	Japan	
	10-12	Tex-Med	Parc des expositions du Kram	Tunisia	
	16-17	Australian Promotional Expo	Sydney Exhibition Centre	Australia	
	22-25	Serigrafia Sign 2009	Sao Paulo	Brazil	
	30-August 1	NBM Long Beach	Long Beach Convention Center, CA	USA	
	AUGUST	1-5	Reed Gift Fair	Melbourne Exhibition Centre	Australia
11-13		Photo Image Brazil 2009	Sao Paulo	Brazil	
13-September 3		International Jewellery	Earl's Court London	UK	
20-23		GSU (Gold*Silver*Watches)	Sao Paulo	Denmark	
30-Sept 1		JAA International Jewellery Fair	Sydney Exhibition Centre	Australia	
SEPTEMBER		1-4	HI 09	Messecenter Herning	Denmark
	2-4	The Sign Show	Ricoh Arena	UK	
	3-5	Sign & Display Show	Tokyo Big Sight	Japan	
	6-9	International Jewellery London 2009	Earl's Court, London	UK	
	10-14	Iberjaya	Ifema, Madrid	Spain	
	15-17	PSI	Paris	France	
	18-20	Messe Pretiosa & Diamonds	Salzburg	Australia	
	21	Cutting Edge	Kettering	UK	
	22-24	Viscom Paris	Paris - Porte de Versailles	France	
	23-24	Sign Ireland	Simmons Court, RDS, Dublin	Ireland	
	23-26	Grafima	Beograd	Serbia	
	23-26	Label Expo	Brussels Expo	Netherlands	
	24-27	Finngraf	Jyväskylä Paviljonki	Finland	
	OCTOBER	1-3	Viscom	Exhibition Centre Düsseldorf	Germany
		7-9	DMS 12th Design Engineering & Manufacturing Solutions Expo	Intex Osaka	Japan
7-9		SGIA Expo	Ernest N. Morial Convention Center, LA	USA	
14-16		Total Print Expo	Earl's Court 2, London	UK	
20-23		ScanPack 09	Svenska Massan, Vastra Gothenburg	Sweden	
21-22		TCT (Rapid Prototype Development & Production)	Ricoh Arena, Coventry	UK	
21-23		Visual Impact Image Expo	Sydney Exhibition Centre	Australia	
22-24		Viscom Sign Spain	IFEMA (Feria de Madrid)	Spain	
30-Nov 1	Viscom Frankfurt	Exhibition Centre, Frankfurt	Germany		
NOVEMBER	2-5	Euromold	Exhibition Centre Frankfurt	Germany	
	4-6	Komori Innovations in Print	Leeds	UK	
	5-7	Viscom Italy	Fiera Milano RHO	Italy	
	6-8	Sydney Pet & Animal Expo	Sydney Exhibition Centre	Australia	
	11-14	REKLAMA	Zao Expocentre, Moscow	Russia	
	11-14	Elmia	Elmia Exhibition Halls	Sweden	
	17-12	Sib Tunis	CIFCO - Centre International des Foires & Congrès de Tunis	Tunisia	
	18-20	Instrutec	Estonian Fairs Centre	Latvia	
	20-22	Design and Technology	NEC, Birmingham	UK	
DECEMBER	3-5	Sign World USA	Atlantic City Convention Center, NJ	USA	
	4-5	Tactile Graphics Exhibition	Birmingham	UK	

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Roland products are available in 133 countries worldwide. To locate a distributor near you, please visit <http://www.rolanddg.com/company/d-list.html>

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