

Imagine.



VersaCMM

Roland DG Corporation

SP-540i / SP-300i





Take Control by Insourcing.



To succeed in today's competitive business environment, you need to produce quality promotional materials while saving as much time and money as possible. Like many companies, you may be outsourcing your graphics with mixed results. If this is the case, then it's time for a change.

Start "insourcing" with a Roland VersaCAMM printer/cutter, the right choice for your business.

With a VersaCAMM, you will enjoy uncompromising 4-colour print quality, high speed performance, and automatic printing and contour cutting all in one device. Best of all, you'll be fully equipped to produce the quality labels, posters and other promotional materials your business demands.

It's time to take control with the VersaCAMM.

VersaCAMM

► Save Time and Money

Look at this print quality.
It's just like we ordered it from a professional printer.
Now we can take care of rush jobs too, while saving money.

At meetings, we can display and review the quality of our graphics. With a VersaCamm, we can present more ideas than ever.

We can print as many or as few items as we need, all while saving valuable time and money. There is no additional cost to die cut our labels and stickers either!



Bring your Promotional Activities to Life

The VersaCamm Series is highly versatile for an endless range of applications. With just one device, you can produce decals, labels, stickers, posters, POP, vehicle wraps, heat transfers for apparel decoration and other promotional items of any size, on demand for both indoor and durable outdoor display. Use a wide variety of media, including adhesive-back vinyl, banner, paper, film, tarpaulin and heat transfer paper. Whether you choose a VersaCamm SP-i or one of the four new VS's there's a Roland VersaCamm that fits your budget and business demands.

Achieve Professional Quality Results without Any Special Skills

With the VersaCamm, you can achieve professional quality results even without any previous experience. Roland Intelligent Pass Control® technology automatically delivers the smooth gradations and flawless solid colours you require. It also increases your productivity. ECO-SOL MAX ink produces vivid colours for durable graphics.



► Improve Communication

Can you make this label darker and give it a more unique shape?
It's nice to be able to review and modify designs so quickly and easily!

It's just about ready!
The included VersaWorks RIP software is highly intuitive, making changes and corrections easy. Anyone can learn to use it, so why don't you give it a try next time?

We can reproduce spot colours with total accuracy using the Roland Color System Library. We used to spend a lot of time adjusting colour with our printer, but not anymore.

Enjoy the Versatility of Printing and Digital Die-Cutting – All in One Device

With a VersaCAMM, it's easy to create graphics in unique, custom shapes that add value and attract attention. Using Adobe Illustrator, you can easily draw contour cut lines in virtually any shape around your graphics. The VersaCAMM will automatically print and cut your designs. Roland DG pioneered Print&Cut technology and today more than 73,000 Roland printer/cutters have been sold worldwide* making Roland the number one brand of Print&Cut inkjet devices.

*The number of installed units as of February 27, 2009.



**Print
& Cut**

Intuitive Roland Operation Software Included

Every VersaCAMM comes with VersaWorks, our own RIP software for professional print quality. VersaWorks features the Roland Color System Library to accurately reproduce the spot colors you select from Roland Colour charts and swatch books. Variable Data Printing makes it easy to create a series of individualised prints based on one template, with each print featuring its own photos, messages, numbers and names. In addition, VersaWorks estimates the ink usage and print time for each graphic so you can accurately monitor your time and costs. You can also update your software automatically through the Internet.



Roland Color System Library



Roland
VersaWorks®
RIP & PRINT MANAGEMENT SOFTWARE

► Produce Better, More Creative Ideas

Add the richness of rhinestone decorations to your heat-transfer apparel with a Roland EGX Series engraver and R-WearStudio design software.

POP

Banners and Posters

ID and Membership Cards

Product Decals

Heat Transfers for Apparel

Vehicle Graphics

I am designing various new logos for the event. We can quickly check to see if the colours match our staff uniforms.

Using Variable Data Printing, we can quickly produce custom labels and stickers including both the names of our winners and serialised numbers. We can also create staff ID badges that display each staff member's photo and name.

We can use these graphics for posters and also wrap the company cars with them to promote the business.

How about offering the first 100 customers bottles of wine with our original labels?

Backlit Signs

Floor Graphics

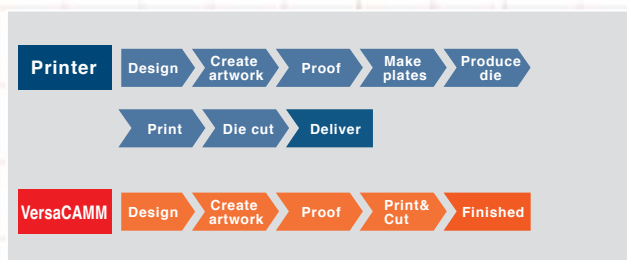
With the VersaCAMM's automatic Print&Contour cut capabilities, there are no more problems cutting with scissors or a utility knife. I want to create everything I can imagine with the VersaCAMM.

Easy to Use and Designed with Your Office in Mind

The VersaCAMM is as easy to operate as any other equipment in your office. Its compact footprint is designed to fit comfortably into your office environment. ECO-SOL MAX inks come in easy-handling sealed cartridges and are virtually odour free. You also get legendary Roland reliability and world-class service and support, including training through Roland workshops and seminars.

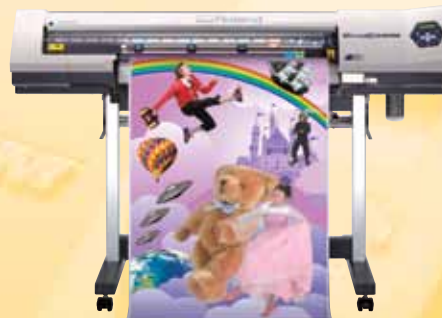


■ Compare workflows: VersaCAMM versus a traditional printer



VersaCAMM

SP-540i/300i Featuring a Lower Initial Investment While Maintaining High Quality Performance



54" SP-540i 54" (1371mm) wide 4-Colour (CMYK)
ECO-SOL MAX Inkjet Printer/cutter

30" SP-300i 30" (762mm) wide 4-Colour (CMYK)
ECO-SOL MAX Inkjet Printer/cutter

Features

- CMYK – four colours with 2 printheads
- Designed exclusively for Roland ECO-SOL MAX ink
- Lower initial investment while providing reliable production with professional quality – most suitable for production 50m² or less per day
- Print & digitally die-cut on one device
- Handles media rolls up to 30kg (66 lbs.) for SP-540i and 20kg (44 lbs.) for SP-300i
- Powerful yet easy-to-use Roland VersaWorks RIP software included
- Roland Eco Label and Energy Star Program certified
- Roland reliability and world-class service and support



Banners and Posters



Durable Outdoor Signs and Billboards



Vehicle and Window Graphics



Backlit Signs



Floor Graphics



POP

Specifications		
Printing technology		SP-540i
		Piezoelectric inkjet
Media	Width	210 to 1,371 mm (8.3 to 54 in.)
	Thickness	Maximum 1.0 mm (39 mil) with liner, for printing
	Roll outer diameter	Maximum 180 mm (7 in.)
	Roll weight	Maximum 30 kg (66 lb.)
	Core diameter	50.8 mm or 76.2 mm (2 in. or 3 in.)
Printing/cutting width ^{*1}		Maximum 1,346 mm (53 in.)
Ink cartridges		Roland ECO-SOL MAX
	Types	
	Capacity	220 cc or 440 cc
	Colours	Four colours (cyan, magenta, yellow, and black)
Printing resolution (dots per inch)		Maximum 1,440 dpi
Cutting speed		10 to 300 mm/s
Blade force		30 to 300 gf
Blade offset		0 to 1.5 mm (0 to 0.059 in)
Software resolution (when cutting)		0.025 mm/step
Distance accuracy (when printing) ^{*2 *3}		Error of less than 0.3% of distance traveled, or 0.3 mm, whichever is greater
Distance accuracy (when cutting) ^{*3}		Error of less than 0.4% of distance traveled, or 0.3 mm, whichever is greater
Repetition accuracy (when cutting) ^{*3 *4}		0.1 mm or less
Alignment accuracy for printing and cutting ^{*3 *5}		0.5 mm or less
Alignment accuracy for printing and cutting when reloading media ^{*3 *6}		Error of less than 0.5% of distance traveled, or 3 mm, whichever is greater
Media heating system ^{*7}		Print heater, setting range for the preset temperature: 30 to 45C (86 to 112F) Dryer, setting range for the preset temperature: 30 to 50C (86 to 122F)
Connectivity		Ethernet (10BASE-T/100BASE-TX, automatic switching)
Power-saving function		Automatic sleep feature
Power requirements		AC 100 to 120 V 10%, 7.6 A, 50/60 Hz or AC 220 to 240 V 10%, 3.9 A, 50/60 Hz
Power consumption	During operation	Approx. 1,030 W
	Sleep mode	Approx. 14 W
Acoustic noise level	During operation	64 dB (A) or less
	During standby	40 dB (A) or less
Dimensions		2,310 (W) x 740 (D) x 1,125 (H) mm [90.9 (W) x 29.1 (D) x 44.3 (H) in.]
Weight (with stand)		112 kg (247 lb.)
Environmental		Temperature: 15 to 32C (59 to 90F) [20C (68F) or more recommended], Humidity: 35 to 80%RH (non-condensing) Temperature: 5 to 40C (41 to 104F), humidity: 20 to 80%RH (non-condensing)
Included items		Stand, power cord, blade, blade holder, media clamps, media flanges, replacement blade for separating knife, cleaning kit, software RIP, and user's manual, etc.

*1 The length of printing or cutting is subject to the limitations of the program. *2 Using Roland specified media, print travel of 1 m, temperature: 25C (77F), humidity: 50%RH *3 Not assured when the print heater or dryer is used.

*4 Using Roland specified media, loaded on the shaft, [PREFEED] menu item must be set to "ENABLE," with 25 mm or more for both right and left margins and 35 mm or more front margin, excluding expansion or contraction of the media.

*5 Provided that media length is under 3,000 mm. Temperature: 25C (77F) Excluding possible shift caused by expansion/contraction of the media and/or by reloading the media.

*6 Using Roland specified media, data size: 1,000 mm in the media-feed direction, 1,346 mm (SP-540i) or 736 mm (SP-300i) in the carriage-movement direction. No lamination. Automatic detection of crop marks at 4 points when media is reloaded. During cutting, [PREFEED] menu item must be set to "ENABLE." Temperature: 25C (77F) Excludes the influence of misalignment, expansion or contraction of the media.

*7 Warm-up is required after powerup. This may require 5 to 20 minutes, depending on the operating environment. The preset temperature may fail to be reached depending on the ambient temperature and media width.

Roland VersaWorks System Requirements

Operating system	Windows Vista® Ultimate Service Pack 1 or Business Service Pack 1 (32-bit edition), Windows Vista® Ultimate or Business (32-bit edition), or Windows® XP Professional Service Pack 2 or 3, or Windows® 2000 Service Pack 4
CPU	2.0 GHz or faster Pentium 4 recommended (2 GB or more recommended for Windows Vista®)
RAM	1 GB or more recommended (Windows Vista® : 2 GB or more recommended)
Video card and monitor	A resolution of 1,280 x 1,024 or more recommended
Free hard-disk space	40 GB or more recommended
Optical drive	DVD-ROM drive

Automated take-up system

For unattended printing, an optional take-up system supports media rolls for SP-540i and SP-300i.

TU2-54
TU2-30

Photo: SP-540i with optional TU2-54



Options

	Model	Description
ECO-SOL MAX INK	ESL3-4MG	Magenta, 440 cc
	ESL3-4YE	Yellow, 440 cc
	ESL3-4CY	Cyan, 440 cc
	ESL3-4BK	Black, 440 cc
	ESL3-MG	Magenta, 220 cc
	ESL3-YE	Yellow, 220 cc
	ESL3-CY	Cyan, 220 cc
	ESL3-BK	Black, 220 cc
	SL-CL	Cleaning liquid, 1 pc.
	ZEC-U5022	For thick, reflective and fluorescent vinyl, 2pcs.
Blades	ZEC-U5025	For thick, reflective and fluorescent vinyl, 5pcs.
Blade holders	XD-CH3	Blade holder with blade extension abjuser, made of resin
	XD-CH2	Blade holder with blade extension abjuser, made of aluminum
Automated take-up system	TU2-54	For SP-540i, rolls up to 30 kg (66.1 lb.) *1 Can only be used during printing
	TU2-30	For SP-300i, rolls up to 30 kg (66.1 lb.) *1 Can only be used during printing
	TUC-2	Controller for TU2-54 and TU2-30 take-up systems

*1 SP-300i can load a media roll weighing up to 20 kg (44 lb.)

Roland DG products that feature this environmental label meet the company's criteria for environmental consciousness, a set of standards based on ISO 14021 self-declaration type II. For more information, please visit www.rolanddg.com.



ISO 14001:2004 and ISO 9001:2000 Certified

Roland pursues both environmental protection and continuous quality improvement. Under the philosophy of preserving the environment and human health, Roland is actively working to abolish organic solvents in production, to reduce and recycle waste, to reduce power use, and to purchase recycled products. Roland constantly strives to provide the most highly reliable products available.



Roland reserves the right to make changes in specifications, materials or accessories without notice. Your actual output may vary. For optimum output quality, periodic maintenance to critical components may be required. Please contact your Roland authorised partner for details. No guarantee or warranty is implied other than expressly stated. Roland shall not be liable for any incidental or consequential damages, whether foreseeable or not, caused by defects in such products.

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