



PRESS RELEASE

IPMEX '07

FOR IMMEDIATE RELEASE

Exclusive Preview of New Roland Machines in IPMEX '07

SINGAPORE, 3 August 2007 – At IPMEX '07, the annual printing exhibition held in Kuala Lumpur, Malaysia, exclusive invited guests will be the first in the world to catch a glimpse of 2 new unreleased Roland machines in a private preview suite by AVS.

Taking place at Putra World Trade Centre (PWTC) from 10th to 13th August 2007, AVS' presence at IPMEX will mark a new beginning for both AVS and Roland, as this will be the first debut appearance of 2 new unreleased Roland machines before the public.

Housed in a private preview suite, entry to view these 2 unreleased machines is strictly granted to exclusive invited guests only. These guests will form the first group in the world to sneak a peak at these machines which are only due for release in end August.

At its booth, AVS will also be showcasing an array of applications that only unique Roland technology can deliver. Most notable are new ideas spanning off from Roland's inaugural Print&Cut technology, as well as revolutionary crystal apparel decorations using Roland desktop engravers.

AVS' booth is located at Hall 1, booth number 1335.

For more information, please contact:-

Hayes Hung (Ms)
Marcom Executive
Tel: (65) 6742 4288
Fax: (65) 6749 4977
E-mail: Hayes.Hung@avs.com.sg
Website: www.avs.com.sg



AVS
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About AVS Technologies Pte. Ltd.

Incorporated in 1983, AVS Technologies has been the sole distributor of Roland products in Singapore, Malaysia and Brunei for over 20 years. With invaluable expertise in the market, AVS offers a comprehensive range of Roland printers, print/cut machines and 3D modelling machines backed with unparalleled support services. AVS currently has its headquarters in Singapore with a wholly-owned subsidiary, AVS Solutions Sdn. Bhd., in Malaysia.

For more information on AVS and its products, please visit www.avs.com.sg

About Roland DG Corporation

Roland DG Corporation is leading the evolution of sign, graphics arts and 3D modelling industries with innovative hardware and software and is committed to offering better solutions for transforming imagination into reality. Roland Corporation, an affiliated company, is a leading manufacturer and distributor of electronic musical instruments and recording equipment.

Roland DG is ISO-9001:2000 and 14001 certified. Roland pursues both environmental protection and continuous quality improvement. Under the philosophy of preserving the environment and human health, Roland DG is actively working to abolish organic solvents in production, to reduce and recycle waste, to reduce power use, and to purchase recycled products. Roland DG constantly strives to provide the most highly reliable products available.

For more information on Roland DG and its products, please visit www.rolanddg.com

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