



PRESS RELEASE

XJ-740

FOR IMMEDIATE RELEASE

Ultra Fine Image Reproductions – XJ-740

SINGAPORE, 10 September 2007 – Boosting ultra fine quality reproductions with visible refinements in high-quality imaging, the XJ-740 is Roland®'s newest addition to its SOLJET PRO III series.

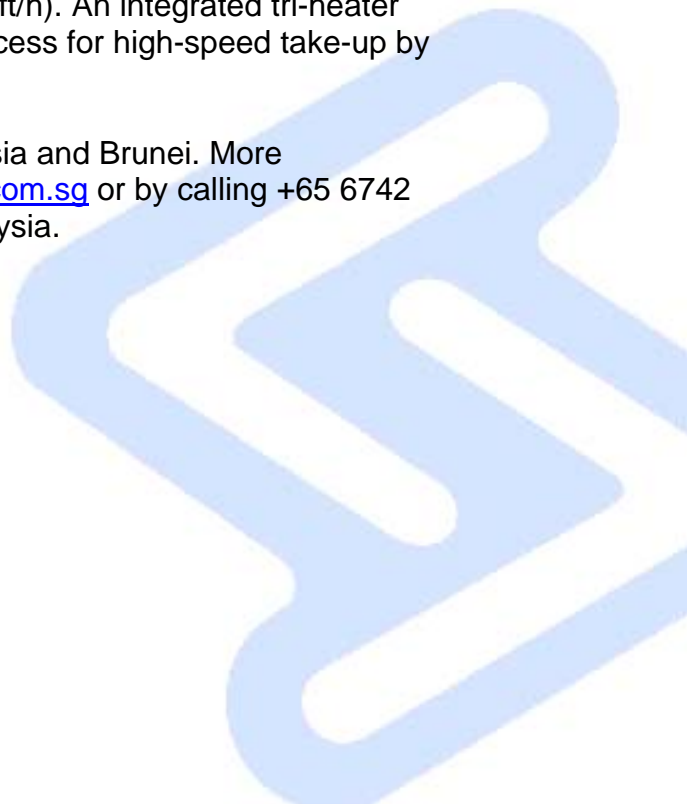
XJ-740 is engineered with the best hardware refinements to bring the ultimate colour reproduction and quality in solvent printing. Printing in 6-colour CMYKLcLm inksets, XJ-740 delivers the most natural colours with superb graduations for the finest colour details in your prints with resolutions up to 1440 x 1440 dpi. A Variable Droplet technology also helps produce smooth, dot-free tones at high speeds by using micro-precise ink droplets of 3 different sizes depending on the type of output.

XJ-740 prints up to a maximum of 42m²/h (458 sqft/h). An integrated tri-heater system is also included to optimise the drying process for high-speed take-up by the included take-up system.

The XJ-740 is now available in Singapore, Malaysia and Brunei. More information can be obtained by visiting www.avs.com.sg or by calling +65 6742 4288 for Singapore and +603 7880 1200 for Malaysia.

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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



FACT SHEET

XJ-740

SOLJET PRO III XJ-740 Features:

- 74" in width
- Maximum print speed: 42 m²/h (458 sqft/h)
- Resolutions up to 1440 x 1440 dpi
- 6-colour printing mode: CMYKLcLm
- Variable Droplet technology:
 - Uses micro-precise ink droplets of 3 different sizes depending on type of output
 - Produces smooth, dot-free tones even at high speeds on different media
- Precise firing pattern specially optimised for XJ-740
- Max Impact™ preset:
 - Produces high-contrast outdoor signs
- Default preset:
 - Finest skin tone reproductions
 - Delivers natural colours with delicate tonal graduations
- Machine enhancements:
 - Digital servomotor ensures precise imaging on media
 - Enhanced grit accuracy, new media flanges, pinch and grit rollers for flawless media feeding and tracking
 - Extended built-in media edge clamps prevent media curling and ragged edges
- Ink system:
 - Motor-driven elevator which automatically adjusts to print head height
 - Wipers clean 2 heads at a time and flushes ink on each pass



AVS
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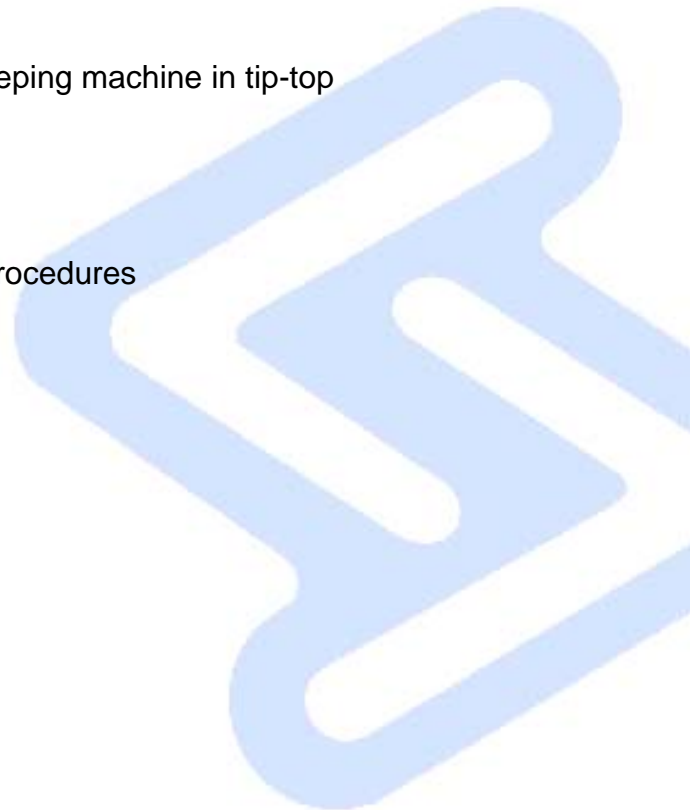
XJ-740

- Automated media feed and take-up system included:
 - Convenient front-mounted feed and take-up rollers
 - Advanced tension controlled take-up system for optimal media feed and tracking
 - Handles rolls weighing up to 47kg

- Integrated tri-heater system
 - Pre-heater: Improves media receptiveness to absorb ink
 - Print heater: Accelerate ink fastness and brightness
 - Dryer: Accelerate drying process for maximum productivity even with take-up rollers

- Automated maintenance system:
 - Performs routine maintenance functions
 - Minimises ink, labour and downtime by keeping machine in tip-top condition

- In-line print head configuration:
 - Eliminates the need for lengthy calibration procedures





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Roland® VersaWorks™ RIP Software Included

VersaWorks™ is Roland®'s exclusive RIP software built with enhanced productivity tools specially developed for maximum performance with Roland® machines. Built upon genuine Adobe® PostScript® CPSI™ RIP engine, VersaWorks™ utilises an efficient graphical user interface to deliver consistent, professional results and includes several new upgrades which optimise Roland® inkjet technology.

New features further enhance the power of VersaWorks™ RIP software:

Roland® Colour

Roland® Colour is Roland®'s exclusive spot colour fidelity system. Roland® Colour helps eliminate problems commonly encountered in colour matching and is specially designed for Roland® inkjet printers for the most precise colour matching.

Variable Data Printing

Variable data printing is a new feature which creates customised prints easily. By changing your graphics/text from one print to another effortlessly, this feature is particularly useful for creating labels, ID cards, serial number stickers and more.

Together, these features help ensure both added convenience and the precision colour reproduction required by sign shops, service bureaus and other professionals.

VersaWorks™ allows users to import files easily from their favourite program without a lengthy learning curve. Standard features include the ability to preview jobs on screen, and perform layout, edit and print functions including nesting, tiling and auto/manual-layout. In addition, users can automatically update VersaWorks™ through the Internet, ensuring that they are equipped with the latest software version and ICC profiles available. Built upon the genuine Adobe® PostScript® CPSI™ RIP engine, VersaWorks™ is compatible with Windows® 2000/XP operating systems.

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