

# 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 Series printer/cutter, the right choice for your business. With a VersaCAMM, you will enjoy uncompromising 4-color 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

Specifications	VP-540i	SP-540i	VP-300i	SP-300i
<b>Printing technology</b>	Piezoelectric inkjet		Piezoelectric inkjet	
<b>Media</b>	Width: 210 to 1,371 mm (8.3 to 54 in.) Thickness: Maximum 1.0 mm (39 mil) with liner, for printing Maximum 180 mm (7 in.) Roll outer diameter: Maximum 30 kg (66 lb.) Roll weight: Maximum 30 kg (66 lb.) Core diameter: 50.8 mm or 76.2 mm (2 in. or 3 in.)		Width: 182 to 762 mm (7.2 to 30 in.) Thickness: Maximum 0.4 mm (16 mil) with liner and 0.22 mm (9 mil) without liner, for cutting Maximum 180 mm (7 in.) Roll outer diameter: Maximum 20 kg (44 lb.) Roll weight: Maximum 20 kg (44 lb.) Core diameter: 50.8 mm or 76.2 mm (2 in. or 3 in.)	
<b>Printing/cutting width</b> <sup>1)</sup>	Maximum 1,346 mm (53 in.)		Maximum 736 mm (29 in.)	
<b>Ink cartridges</b>	Types: Exclusive Roland ECO-SOL MAX or FPG2 Aqueous Ink Capacity: 220 cc or 440 cc Colors: Four colors (cyan, magenta, yellow, and black)		Types: Exclusive Roland ECO-SOL MAX or FPG2 Aqueous Ink Capacity: 220 cc or 440 cc Colors: Four colors (cyan, magenta, yellow, and black)	
<b>Printing resolution (dots per inch)</b>	Maximum 1,440 dpi		Maximum 1,440 dpi	
<b>Cutting speed</b>	10 to 300 mm/s		10 to 300 mm/s	
<b>Blade force</b>	30 to 300 gf		30 to 300 gf	
<b>Blade offset</b>	0 to 1.5 mm (0 to 0.059 in.)		0 to 1.5 mm (0 to 0.059 in.)	
<b>Software resolution (when cutting)</b>	0.025 mm/step		0.025 mm/step	
<b>Distance accuracy (when printing)</b> <sup>2,3)</sup>	Error of less than ±0.3% of distance traveled, or ±0.3 mm, whichever is greater			
<b>Distance accuracy (when cutting)</b> <sup>3)</sup>	Error of less than ±0.4% of distance traveled, or ±0.3 mm, whichever is greater. When distance correction has been performed (when the setting for [CUTTING MENU] - [CALIBRATION] has been made), Error of less than ±0.2% of distance traveled, or ±0.1 mm, whichever is greater			
<b>Repetition accuracy (when cutting)</b> <sup>3,4)</sup>	±0.1 mm or less			
<b>Alignment accuracy for printing and cutting</b> <sup>3,5)</sup>	±0.5 mm or less			
<b>Alignment accuracy for printing and cutting when reloading media</b> <sup>3,6)</sup>	Error of less than ±0.5% of distance traveled, or ±3 mm, whichever is greater			
<b>Media heating system</b> <sup>7)</sup>	Print heater, setting range for the preset temperature: 30 to 45°C (86 to 112°F) Dryer, setting range for the preset temperature: 30 to 50°C (86 to 122°F)			
<b>Connectivity</b>	Ethernet (10BASE-T/100BASE-TX, automatic switching)			
<b>Power-saving function</b>	Automatic sleep feature			
<b>Power requirements</b>	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		AC 100 to 120 V ±10%, 5.5 A, 50/60 Hz or AC 220 to 240 V ±10%, 2.9 A, 50/60 Hz	
<b>Power consumption</b>	During operation: Approx. 1,030 W Sleep mode: Approx. 14 W		During operation: Approx. 730 W Sleep mode: Approx. 14 W	
<b>Acoustic noise level</b>	During operation: 64 dB (A) or less During standby: 40 dB (A) or less		During operation: 64 dB (A) or less During standby: 40 dB (A) or less	
<b>Dimensions</b>	With Stand: 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.)		With Stand: 1,700 (W) x 740 (D) x 1,125 (H) mm (66.9 (W) x 29.1 (D) x 44.3 (H) in.) Weight (with stand): 89 kg (196 lb.)	
<b>Environmental</b>	Power on: Temperature: 15 to 32°C (59 to 90°F) [20°C (68°F) or more recommended], Humidity: 35 to 80%RH (non-condensing) Power off: Temperature: 5 to 20°C (41 to 104°F), humidity: 20 to 80%RH (non-condensing)		Power on: Temperature: 15 to 32°C (59 to 90°F) [20°C (68°F) or more recommended], Humidity: 35 to 80%RH (non-condensing) Power off: Temperature: 5 to 20°C (41 to 104°F), humidity: 20 to 80%RH (non-condensing)	
<b>Included items</b>	Stand, power cord, blade, blade holder, media clamps, media flanges, replacement blade for separating knife, cleaning kit, software RIP, and user's manual, etc.			

<sup>1)</sup> The length of printing or cutting is subject to the limitations of the program. <sup>2)</sup> Using Roland specified media, print travel of 1 m, temperature: 25°C (77°F), humidity: 50%RH. <sup>3)</sup> Not assured when the print heater or dryer is used. <sup>4)</sup> 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 15 mm or more front margin, excluding expansion or contraction of the media. <sup>5)</sup> Provided that media length is under 3,000 mm. Temperature: 25°C (77°F). Excluding possible shift caused by expansion/contraction of the media and/or by reloading the media. <sup>6)</sup> Using Roland specified media, data size: 1,000 mm in the media-feed direction, 1,346 mm (VP-540i and SP-540i) or 736 mm (VP-300i and 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: 25°C (77°F). Excludes the influence of misalignment, expansion or contraction of the media. <sup>7)</sup> 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

<b>Operating system</b>	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
<b>CPU</b>	2.0 GHz or faster Pentium 4 recommended (2 GB or more recommended for Windows Vista®)
<b>RAM</b>	1 GB or more recommended (Windows Vista®: 2 GB or more recommended)
<b>Video card and monitor</b>	A resolution of 1,280 x 1,024 or more recommended
<b>Free hard-disk space</b>	40 GB or more recommended
<b>Optical drive</b>	DVD-ROM drive

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

**TU2-54 (for VP-540i/SP-540i)**  
**TU2-30 (for VP-300i/SP-300i)**




Photo: VP-540i with optional TU2-54

### Options

Model	Description	Model	Description
SP-SG-1270TR	PET semi gloss, removable adhesive, 1270 mm x 30 m (50' x 98')	YP2-M-1270	Synthetic paper with matt surface, 1270 mm x 50 m (50' x 164')
SP-SG-1270G	PET semi gloss, gray adhesive, 1270 mm x 30 m (50' x 98')	YP2-M-1065	Synthetic paper with matte surface, 1065 mm x 30 m (41.92' x 98')
SPVCB-1270	PVC banner, 1270 mm x 20 m (50' x 65')	PHSP2-1100	Photo grade semi gloss paper, 1100 mm x 30 m (43.25' x 100')
SPFLG-1300	Backlit film, 1300 mm x 30 m (51' x 98')	PET2-1320	PET sheet with gloss surface, 1320 mm x 20 m (52' x 66')
SV-G-1270G	Gray adhesive vinyl, 1270 mm x 30 m (50' x 98')	ESL3-4MG	Magenta, 440 cc
SV-G-610G	Gray adhesive vinyl, 610 mm x 30 m (24' x 98')	ESL3-4YE	Yellow, 440 cc
SCM-GPPG-40-127	White glossy photo paper, 1270 mm x 40 m (50' x 131')	ESL3-4CY	Cyan, 440 cc
SCM-GPPG-40-762	White glossy photo paper, 762 mm x 40 m (30' x 131')	ESL3-4BK	Black, 440 cc
SCM-GPPG-50-914	White glossy photo paper, 914 mm x 50 m (30' x 164')	ESL3-4MG	Magenta, 220 cc
SCM-GVWG-40-137	Calendered White Vinyl, adhesive, 1370 mm x 40 m (53' x 131')	ESL3-4YE	Yellow, 220 cc
SCM-GVWG-40-762	Calendered White Vinyl, adhesive, 762 mm x 40 m (30' x 131')	ESL3-CY	Cyan, 220 cc
SP-CL-1000T	Clear PET film, adhesive, 1000 mm x 20 m (39' x 65')	ESL3-BK	Black, 220 cc
SP-CL-515T	Clear PET film, adhesive, 515 mm x 20 m (20' x 65')	SL-CL	Cleaning liquid, 1 pc.
ESP-CL-1300	Clear PET film, 1300 mm x 30 m (51' x 98')	FPG2-4MG	Magenta, 220 cc
SCM-GPPM-40-127	Photo mat paper, 1270 mm x 40 m (50' x 131')	FPG2-4YE	Yellow, 220 cc
SCM-GPPM-50-762	Photo mat paper, 762 mm x 50 m (30' x 164')	FPG2-CY	Cyan, 220 cc
SCM-GSPET-40-500	Glossy gold PET, adhesive, 500 mm x 40 m (19' x 131')	FPG2-BK	Black, 220 cc
SCM-GSPET-40-500	Glossy silver PET, adhesive, 500 mm x 40 m (19' x 131')	CJ-CL	Cleaning liquid, 1 pc.
SCM-GSPVC-40-610	Glossy gold vinyl, adhesive, 610 mm x 40 m (24' x 131')	ZEC-US002	For thick, reflective and fluorescent vinyl, 2pcs.
SCM-GSPVC-40-610	Glossy silver vinyl, adhesive, 610 mm x 40 m (24' x 131')	ZEC-US025	For thick, reflective and fluorescent vinyl, 5pcs.
SP-M-1270	Matte PET film, 1270 mm x 30 m (50' x 98')	XD-CH3	Blade holder with blade extension adjuster, made of resin
SP-M-610	Matte PET film, 610 mm x 30 m (24' x 98')	XD-CH2	Blade holder with blade extension adjuster, made of aluminum
SP-SG-610G	Semi-glossy PET, gray adhesive, 610 mm x 30 m (24' x 98')	TU2-54	For VP-540i and SP-540i, rolls up to 30 kg (66.1 lb.). Can only be used during printing
SP-SG-610TR	Semi-glossy PET, removable adhesive, 610 mm x 30 m (24' x 98')	TU2-30	For VP-300i and SP-300i, rolls up to 30 kg (66.1 lb.). <sup>1)</sup> Can only be used during printing
SCM-TTRH-25-750	Garment heat transfer, 750 mm x 25 m (29' x 82')	TUC-2	Controller for TU2-54 and TU2-30 take-up systems
HTSP-10-500	Special silicon paper for matte finish, 500 mm x 10 m (19.68' x 32.8')		
HTTA-25-500	Application film, 500 mm x 25 m (19' x 82')		

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](http://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 dealer 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. Adobe, PostScript, PostScript 3 and the PostScript logo are trademarks of Adobe Systems Incorporated. All other trademarks are the property of their respective owners. Roland DG Corp. has licensed the MMP technology from the TPL Group.



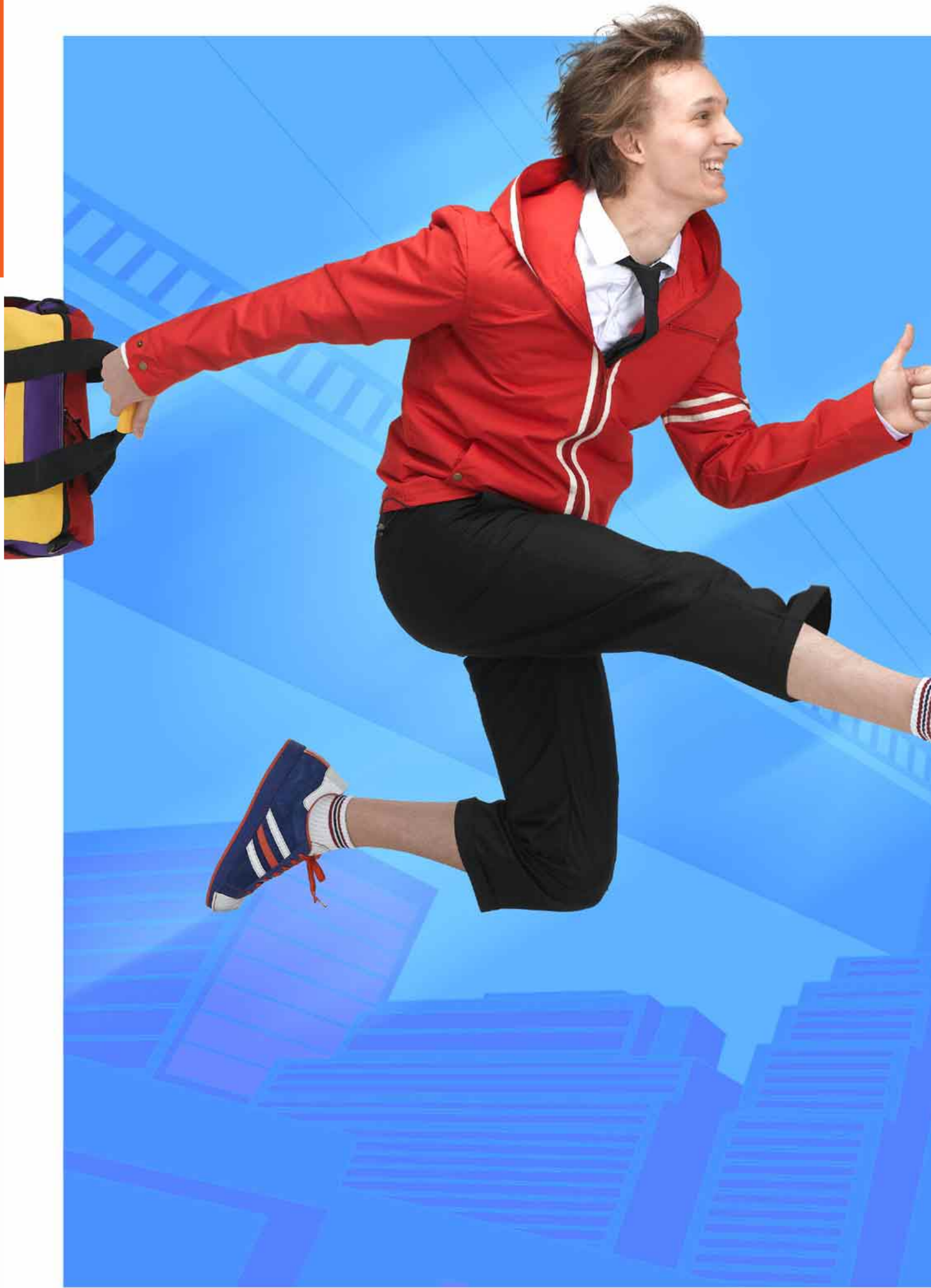
**AUTHORIZED DEALER:** Printed in Japan. RDG-416074499 '09 SEP. E-3 G-S

[www.rolanddg.com](http://www.rolanddg.com)

Imagine.  
**Roland®**



**VersaCAMM**  
Roland DG Corporation  
VP-540i / VP-300i SP-540i / SP-300i



**DVE**  
Digital Value Engineering

## 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!



## 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 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 colors with total accuracy using the Roland Color System Library. We used to spend a lot of time adjusting color with our printer, but not anymore.

## Produce Better, More Creative Ideas



POP

Banners and Posters

ID and Membership Cards

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

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 colors match our staff uniforms.

Using Variable Data Printing, we can quickly produce custom labels and stickers including both the names of our winners and serialized 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.

## VersaCamm Series

**VP-540i/300i** Our Most Advanced VersaCamm Line to Date Featuring Both High Speed and Quality Performance



54" **VP-540i** 54" (1371mm) wide 4-Color (CMYK) ECO-SOL MAX/FPG2 Inkjet Printer/cutter

30" **VP-300i** 30" (762mm) wide 4-Color (CMYK) ECO-SOL MAX/FPG2 Inkjet Printer/cutter

### Features

- CMYK – four colors with 4 printheads
- Choose from two types of inks: ECO-SOL MAX, mild solvent ink and FPG2 aqueous inks
- High productivity and professional quality results
- Print, Cut, and Print & Digitally die-cut – three ways in one device
- VP-540i offers two selectable printhead heights to match the thickness of your media
- Handles media rolls up to 30kg (66 lbs.) for VP-540i and 20kg (44 lbs.) for VP-300i
- Powerful Roland VersaWorks RIP software included
- Roland Eco Label and Energy Star Program certified
- Roland reliability and world-class service and support



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



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

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

### Features

- CMYK – four colors with 2 printheads
- Designed exclusively for Roland ECO-SOL MAX mild solvent ink
- Lower initial investment while providing reliable production with professional quality – most suitable for production 50m<sup>2</sup> or less per day
- 1.5 times faster than the previous SP model in standard print mode
- 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



### 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. Now there are two VersaCamm lines available: the VP-i series for higher productivity and SP-i, our lower-priced entry-level models. Choose one that best fits your 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 colors you require. It also increases your productivity. The VersaCamm VP-i series is a full 80 percent faster than the previous model in standard mode.\*<sup>1</sup> New environmentally-friendly FPG2 aqueous ink is also available for the VP-540i/300i.\*<sup>2</sup> ECO-SOL MAX ink produces vivid colors for durable graphics. FPG2 inks are ideal color reproduction such as photorealistic graphics.



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

With 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. 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.



### Intuitive Roland Operation Software Included

Every VersaCamm comes with VersaWorks, our own RIP software for professional print quality. VersaWorks features the Roland Color System to accurately reproduce the spot colors you select from Roland Color charts and swatch books. Variable Data Printing makes it easy to create a series of individualized 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.

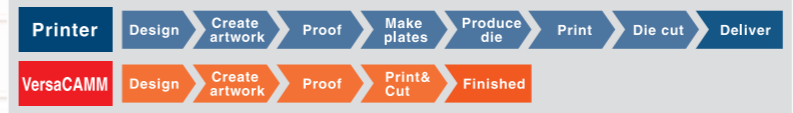


### Easy to Use and Designed with Your Office in Mind

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. Both ECO-SOL MAX and FPG2 inks come in easy-handling sealed cartridges and are virtually odor free. You also get legendary Roland reliability and world-class service and support, including training through Roland workshops and seminars.



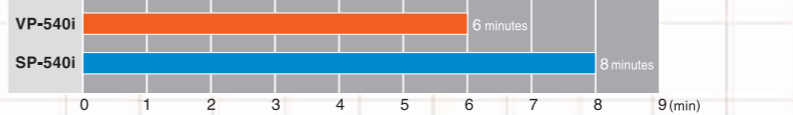
### Compare workflows: VersaCamm versus traditional printer



### Producing the strawberry jam decals shown here with a VP-540i

Amount of media used	Amount of ECO-SOL MAX ink used	Print&Cut time
1270 (W) x 600 mm (D) 50" (W) x 23.62" (D)	3,232 cc CY: 0.285 cc + MG: 0.938 cc + YE: 1.061 cc + BK: 0.948 cc	14 minutes and 50 seconds

Conditions: Roland certified media, SV-G-1270G (gray adhesive vinyl). Used with Roland VersaWorks, standard print mode with Bi-direction.



Job description: Poster in A2 size (16.5" x 24.3") on PVC media. Printed with ECO-SOL MAX Ink and Roland VersaWorks in standard print mode with Bi-direction.