



Roland DG Corporation, Hamamatsu Japan 8th March 2006 – As part of the company’s celebrations of 25 years of service to the industry Roland DG Corporation hosted the first ever World Press Day on the site of the new state of the art Digital manufacturing facility in Hamamatsu, Japan, the company’s headquarters.

Guests totalling over 80 from 16 countries along with management from Roland DG’s offices around the globe including, Australia, New Zealand, Benelux, Italy, France, Spain, Portugal, Denmark, Japan, USA, United Kingdom and Brazil were given a first hand look at the company’s DNA, industry pedigree product lines and world leading technologies.

Mr. Masahiro Tomioka welcomed the attendees with a brief history of the company originally known as AMDEK Corporation based in Osaka in 1981 through to the current company structure and current name Roland DG (see attached history).

Prior to guests being toured through the new digital factory, Mr. Tomioka (photo) explained that the company’s DNA came from responding to the industry’s needs “Demand in the marketplace needs a solution” and this is where Roland DG’s innovative product offerings evolved from. Roland’s vision, precision and commitment to quality have revolutionised the way creative professionals work in 133 countries and regions being serviced by Roland DG’s list of subsidiaries, affiliates & distributors.

Throughout 2006 Roland DG will be celebrating its 25th anniversary, a milestone marking the company’s rich history of innovation and commitment to the industries it serves.

NEW ROLAND DG PLANT

Roland’s new Digital Factory is designed to generate up to 40 billion yen in products annually. The facility is built around Roland Digital Yatai, proprietary manufacturing technology that enables a single employee to individually assemble complex products. Digital Yatai increases employee productivity and scales easily to accommodate more workers or new, larger products. The EMC testing room ensures that all products meet the highest safety and environmental protection standards. Earthquake-absorbing construction ensures a safe work environment and continuous production capabilities.

About the Building

Address	1-1-3 Sinmiyakoda, Hamamatsu-shi, Shizuoka-ken, Japan (In Miyakoda Technopolis)
Size	Land: 27,709 m ² , Building: 6,049 m ²
Total floor space	9,803 m ² including 767m ² EMC testing room, 148m ² waste storage facility, and 40m ² bicycle parking lot

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Green space	8,924m ² Percentage of green area: 32.2%
Building structure	Two-story steel-frame construction
Establishment	Construction started on May 1, 2005 and completed on November 30, 2005
Maximum Occupancy	A maximum of 230 people can be accommodated in the cafeteria and parking lot 140 - 150 Digital Yatai and 176 employees as of February 1, 2006
Investment	JPY2,300,000,000

Digital Yatai

Roland's Digital Factory consists of assembly stations called Digital Yatai. Each station contains all the necessary tools and parts for product assembly and features a computer display with visual instructions.

Each Digital Yatai has been customized for the employee operating it to ensure optimum results. The Digital Yatai system controls the on-screen instructions as well as each of the containers of assembly parts. This prevents human errors such as assembling parts in the wrong order or selecting the wrong parts at any juncture. The employee can simply concentrate on assembling the product at his or her own pace.

In the new facility, it is much easier to move a Digital Yatai, add additional Yatai, and/or remove a Yatai, according to production demands. It is also easy to adjust the size of the station according to the size or complexity of the machine being assembled. Overall, Digital Yatai is a highly reliable and efficient manufacturing approach.

Roland DG, in the last three years has provided a factory tour for manufacturers over 1,337 companies or 2,815 visitors including TOYOTA MOTOR CORPORATION, Hitachi, Ltd., Honda Motor Co., Ltd., SUZUKI MOTOR CORPORATION, Matsushita Electric Industrial Co., Ltd., and Sony EMCS Koda Technology Center to review the process for their own company manufacturing needs.

EMC Testing Room for Product Development

There is increasing demand for products whose electromagnetic emissions do not impact other devices and vice versa. The EMC testing room has been designed to shield products from outside electromagnetic emissions while absorbing any electromagnetic energy emitted by a product directly into the walls. This unique facility allows Roland to accurately measure the volume of electromagnetic emissions created by a product as well as its resistance to outside electromagnetic emissions.

This facility meets EMC standards such as VCCI and FCC.* Measuring developing products in this facility improves overall product quality and reliability, and speeds up the development cycle.

This facility can accommodate products as large as 5m long, including Roland's grand format printers. The building dimensions are 30m (D) x 25m (W) x 13m (H). The building construction completed on January 31, 2006.

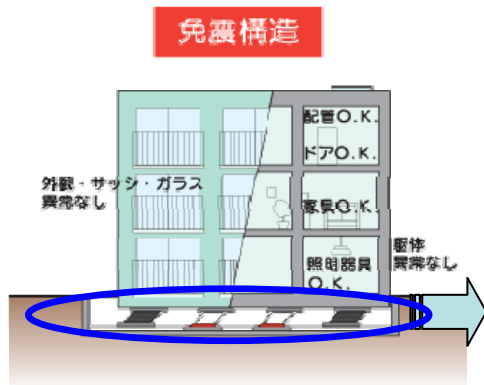
*EMC: Electro Magnetic Compatibility. EMC ensures that electronic devices work appropriately without interfering with other machines, radio or electronic devices.

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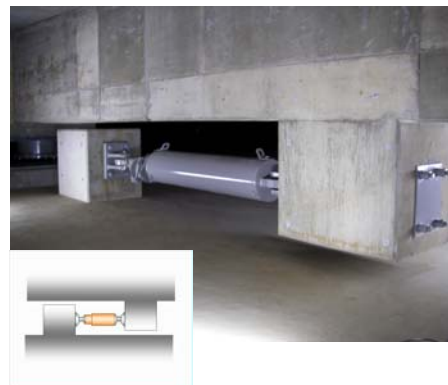
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Quake-Absorbing Structure Provides for Safety and Continuous Production

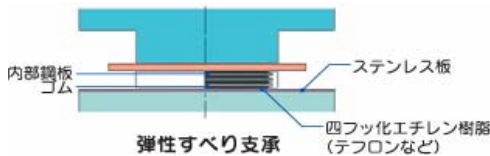
The facility's quake-absorbing structure maintains employee safety, minimizes earthquake-related damages to products and enables Roland to resume production quickly following an earthquake. This structure has been designed to prevent both internal and external damages to the building. The facility features 23 elasticity slide bearing systems and 12 lamination rubber bearing systems underneath to support it, precautions which greatly reduce the movement caused by an earthquake. This design has created a building that makes an earthquake with a magnitude of (JPN scale) 7 equivalent to a tremor in the building of a magnitude (JPN scale) 3.



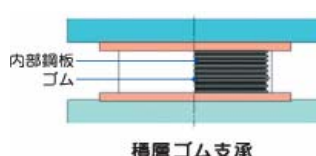
Building remains undamaged in an earthquake



Variable damping devices

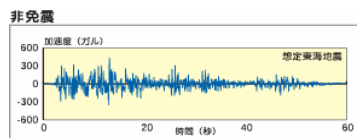


Elasticity side bearing system

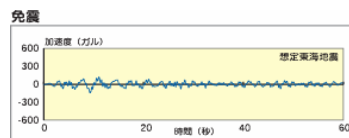


Lamination rubber bearing system

Quake simulation tests



Non-quake absorbing building



Quake absorbing building

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A brief history of the company's product history is:

- 1982 – Introduced the DXY-100, the company's first pen plotter for the CAD/CAM market
- 1983 – AMDEK becomes Roland DG Corporation and introduces the first A3 size plotter, the DXY-800
- 1985 – Roland DG Corporation moves to Hamamatsu Japan and releases the DPX-2000, an A2 size plotter
- 1986 – introduced world first desktop CNC mill, the PNC-3000
- 1987 – Introduced the first CAMM-2 engraver, the PNC-2000
- 1988 – introduced the world's first dual-purpose vinyl; cutter and pen plotter with the CAMM-1
- 1993 – introduced the low cost PNC-900 vinyl cutter
- 1995 – introduced world's first print/cut device for vinyl, the ColorCAMM PNC-500
- 1996 – introduces the world's first wide-format inkjet printer/cutter, the CAMM JET and the world's first plotter offering engraving, pen plotting and vinyl cutting with the CS-20
- 1997 – Introduced the ColorCAMM PRO family of wide-format thermal transfer printer/cutters along with the world's first touch probe 3D scanner, the PIX3
- 1998 – introduced the world's first Wide-format inkjet printer to use pigment inks, the Hi-Fi JET
- 2000 – 3 new ground breaking products were released. The world's first photo-impact printer, the MPX-50; the world's first 8 colour wide-format inkjet printer with variable droplet technology, the Hi-Fi JET PRO; and the MDX series of desktop and benchtop milling machines for in-house rapid prototyping.
- 2001 – 5 innovative products are introduced. The SOLJET the world's lowest priced solvent printer/cutter; the ColorCAMM PC-12 world's first roll fed desktop printer/cutter; the LPX-250 Laser Scanner industry's lowest priced laser scanner combining plane & rotary scanning; state of the art CX PRO vinyl cutters; and the most cost-effective computerised engravers available in desktop & benchtop models, the EGX series of engravers.
- 2002 – introduction of the SOLFET PROII Series , a new family of 5 high-performance inkjet printers and printer/cutters
- 2003 – Introduces the VersaCAMM SP-300, industry's lowest priced integrated printer/cutter; and Eco-SOL Ink is launched, a revolutionary mild solvent ink for the VersaCAMM and SOLJET inkjets
- 2004 – Entered the Grand Format Printer market with the jumbo 104" wide SOLJET SJ-1000EX printer; along with the introduction of the 54" VersaCAMM SP_540V featuring VersaWorks RIP software. Additional products introduced were the LPX-1200 laser scanner, the MPX-60 photo impact printer and the RX-50 spiral axis engraver.
- 2005 – V Technology enters the marketplace, a new line of high performance SOLJETS featuring VersaWorks RIP software; the SC_545EX printer/cutter, the SJ-645EX and SJ-745EX printers along with the SJ-1045 grand format printer. A new 30" VersaCAMM SP-300V was introduced. The industry's first white eco-solvent ink was released. Ink technology took another revolutionary step with the launch of ECO-SOL MAX, a significant step forward in eco-solvent ink technology. MDX-40 a low cost subtractive rapid-prototyping system; the JWX-10 jewellery model maker along with the GX-24 the company's fastest and most precise desktop vinyl cutters were introduced.

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