



## What You Need to Know

The LEF-300 is the latest addition to Roland's VersaUV LEF line of printers. VersaUV series inkjets are well known for their ability to print vibrant, detailed graphics on a wide range of substrates. The LEF-300 is no exception, and with its larger print area and added hardware and software features, this advanced UV-LED flatbed is also Roland's most productive VersaUV LEF series printer to date.



The LEF-300 is priced to compete with Roland's biggest competitor, Mimaki, and their UJF series. Including the BOFA system at no additional cost will allow us to be even more competitive with the LEF-300 than in the past. The printer is positioned as an upgrade in productivity for existing LEF users, and as an offering to attract new customers in the industrial printing market. The larger work area, increased ink capacity and improved print speeds allow the LEF-300 to fit perfectly into a manufacturing workflow, eliminating the need to outsource to screen, pad or offset print providers.

### MSRP:

<b>LEF-300 Printer</b>	<b>\$37,995 US</b>
<b>BOFA Filtration</b>	<b>INCLUDED</b>
<b>EUV4 ink-220 cc</b>	<b>\$94.99 (.43 cents per cc)</b>
<b>EUV4-5 ink 500 cc</b>	<b>\$159.99 (.32 cents per cc)</b>

### What should you tell your customers about the LEF-300?

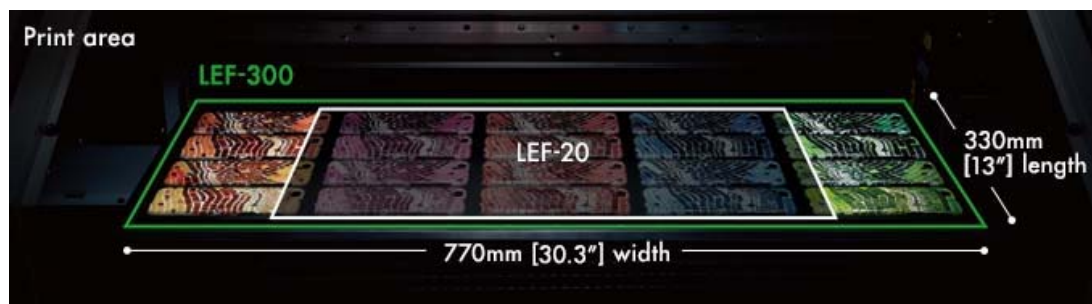
- The BOFA Air Filtration System is included at no additional cost
- LEF-300 has a 50 percent larger table than the LEF-20 for higher productivity
- Four print heads, including dedicated print heads for White and Clear channels, allow for quicker buildup of White opacity, as well as multi-layered designs and textures in special effects modes
- Dual LED lamps
  - Cure ink symmetrically in both directions, opening up Bi-Directional printing modes for up to 60 percent faster print speeds than the LEF-20
  - Gloss can now be printed in a single pass, without the need for a matte layer to hold the gloss in place

- New vacuum table reduces setup time as well as registration errors, improving accuracy
- Motor stepping has been optimized during the setup and printing process, improving overall production
- Optimized cleaning sequences eliminate unnecessary cleanings during production
- New 500 cc EUV4 cartridges reduce total ink costs by 25 percent compared to 220 cc cartridge
- New VersaWorks® Dual RIP Software
  - New core engine
  - Eliminates problems with transparencies, blurs and drop shadows
  - Processes at 1.5x speed
  - Ability to save queue templates
  - New variable data in RIP editing capabilities
  - Automatically generate White or special effects color plates in RIP
  - Maintained clipped position
  - Rotate 90/270 degrees (previously only 180 degrees was possible)
  - UV illumination intensity control (0-100%, increments of 2%)
- I/O Port for external devices
- New high accuracy linear encoder strip for improved repeatability and print accuracy
- Max acceptable media size W 31.5" x L 14.2" x D 3.94"
- Improved maximum weight (up to 18 pounds)
- Photorealistic printing up to 1440 dpi
- Automated cleaning cycles decrease maintenance downtime
- Ethernet connectivity for faster RIP data processing
- Roland OnSupport allows for remote communication of print status and firmware updates
- Two-Year Trouble-Free Warranty
  - Serviced by Roland Certified Technician

# Key Features and Benefits

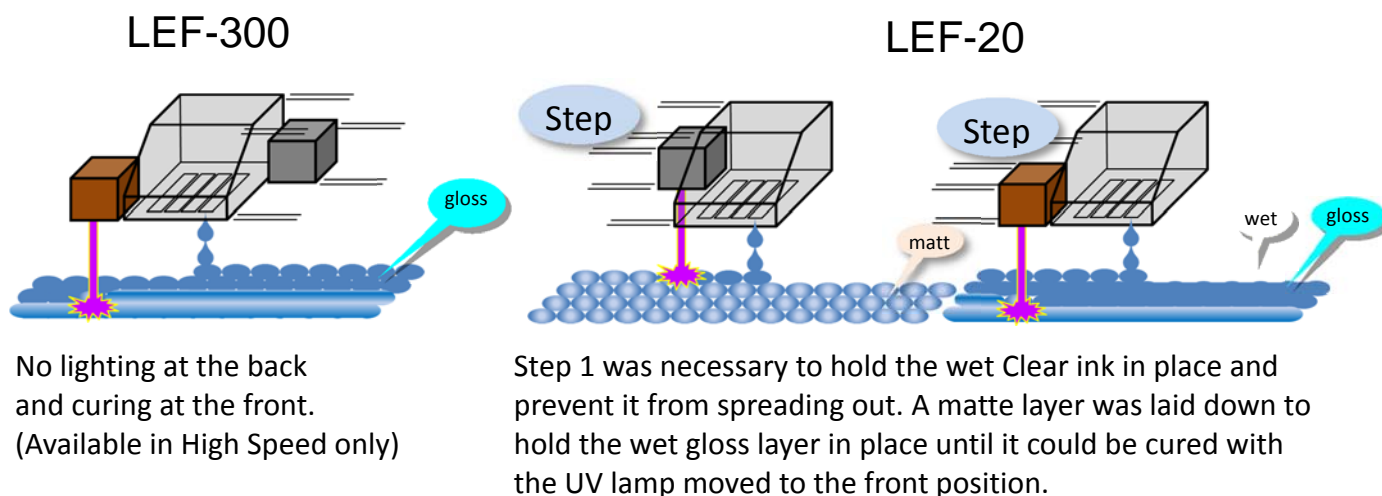
## 30" Wide Printable Area

The LEF-300 boasts the largest work area (30" x 13") in the VersaUV LEF lineup. That's a 50 percent increase from its predecessor, the LEF-20, allowing for higher productivity when printing on smaller objects and enabling the LEF-300 to print on and customize larger objects.



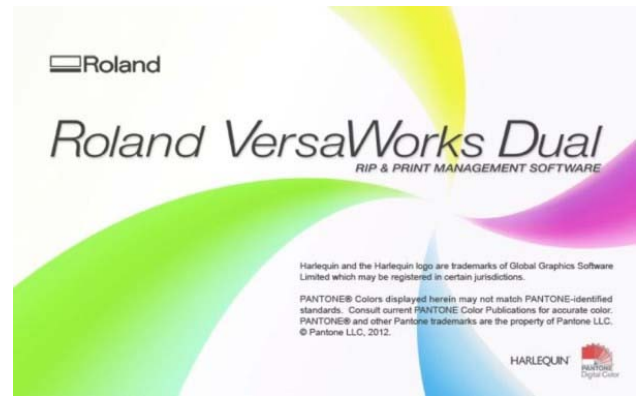
## Dual UV Lamps

The LEF-300 is equipped with dual UV lamps and four print heads, increasing print speeds by up to 60 percent in newly added Bi-Directional modes. Along with the dual UV lamps, a dedicated print head for White allows the LEF-300 to achieve proper White opacity, three times faster than the LEF-20. A dedicated print head for the Clear channel allowing gloss to be laid down and cured without the need for a matte layer first in high speed mode. The high-speed curing cuts down the chances of dust or debris settling on the wet Clear ink before it is cured. This results in higher production speeds as well as improved special-effect finishing capabilities.



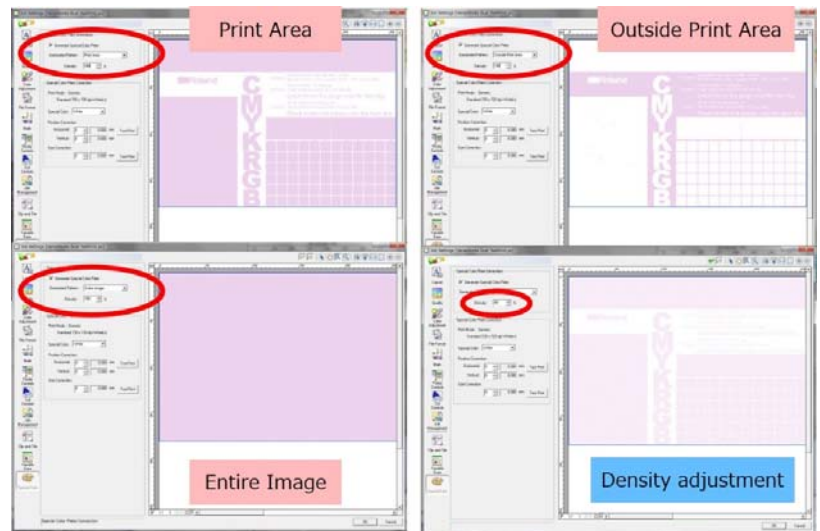
## NEW VersaWorks® Dual RIP Software

New VersaWorks Dual is packed with features that make the printing workflow with the LEF-300 easy and efficient. Having the ability to set-up media, generate layers of White, or create special effects within the design software will allow users to spend more time printing and less time preparing to print.



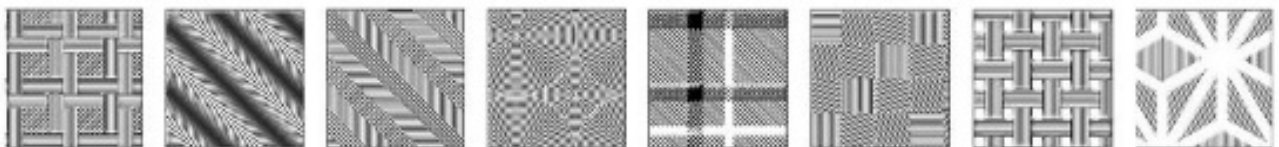
- **Automated Specialty-Color Plate Generation**

New VersaWorks Dual RIP software allows users to easily generate specialty-color layers based on print area or outside print area, or cover the entire image, if desired, without ever returning the file to your design software. There is also a density control adjustment feature that lets you select different levels of desired opacity.



- **Roland Texture System Library**

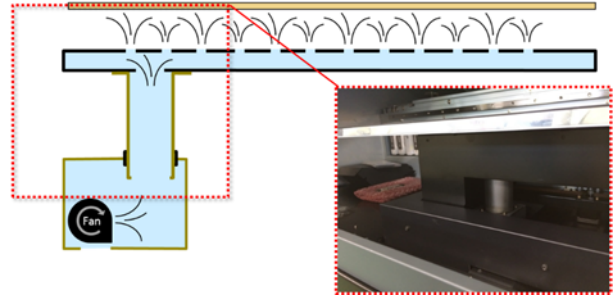
Also included in VersaWorks Dual is the Roland Texture System Library, which includes 72 pre-loaded, ready-to-use texture patterns. With its gloss, matte and simulated embossing features, the LEF-300 can produce brilliant three-dimensional textured prints, allowing users to create stunning personalized gifts, promotional items, awards and product prototypes.



- **New variable data, inside RIP editing capabilities**
- **Rotate files 90/270 degrees (previously only 180 degrees was possible)**
- **UV illumination intensity control directly in RIP (0-100% increments of 2%)**

## Vacuum Table

The LEF-300 comes equipped with a newly-added vacuum table that prevents thinner sheets of media from lifting on the edges, eliminating time-consuming errors and making job setup easier than ever.



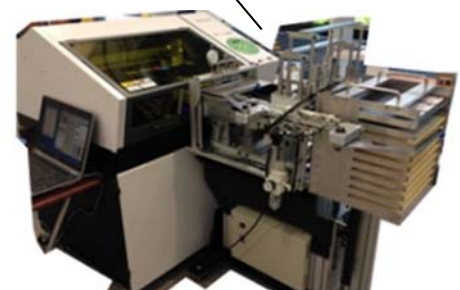
## I/O Ports for External Devices

The LEF-300 has three ports for controlling additional hardware devices. One of these ports can be dedicated to control of the air filtration system – turning the system off automatically when the printer is not in use, and back on again when printing resumes. The additional ports can be used to control other external devices, such as signal towers for large operations, to monitor printing status from a distance or improve productivity with automated fixture changing systems. These added features will allow for growth in the manufacturing and industrial printing markets, where automation is very common.

I/O Ports



Auto Feeder System\*



\*Third-party device

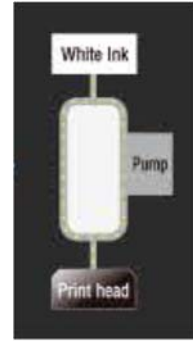
## New EUV4-5 500 cc Ink Cartridges

New external ink cartridge slots allow LEF-300 users to take advantage of Roland's new 500 cc EUV4-5 ink cartridges, available in CMYK and Gloss (White ink will still be available, but only in the 220 cc size). This increased ink capacity further enhances the LEF-300's production capabilities. The 500 cc cartridges also lower running costs by 25 percent, lowering production costs to the user. Roland EUV4 inks omit less odor, are not considered dangerous goods, and are easily exported internationally.



## Automated Ink Recirculating system

The LEF-300 features Roland's unique Automated Ink Recirculating System, which prevents the pigments in White ink from settling. This system also minimizes White ink waste for reduced running costs, while also ensuring excellent image quality and consistent White density throughout the longest production runs.



## BOFA Air Filtration System

Designed specifically for the LEF-300, this optional air filtration system also doubles as a stand, providing the rigidity needed for high-quality printing. When in operation, the BOFA also eliminates virtually all odors produced during printing operation.



## Two-Year Trouble-Free Warranty

Roland inkjets combine unbeatable performance with legendary Roland reliability. As further proof of the unmatched reliability of these advanced printers, Roland offers an unprecedented Two-Year Trouble-Free Warranty for the LEF-300 when equipped exclusively with Roland inks and the warranty is registered within 60 days of delivery.



## Roland OnSupport

Roland OnSupport is an online support portal that allows easy VersaWorks software updating and provides real-time machine status feedback by sending e-mail alerts to the user's computer or smart phone. The system is designed to automatically notify users, for example, when a job is completed or ink is running low. Roland OnSupport also provides access to manuals and software updates, how-to and preventative maintenance guides, machine usage metrics, and periodic updates to firmware. Additionally, this system makes it easy for users to manage their productivity or contact Roland for support. Users can access all of the following information through OnSupport:



- Device name
- Ink type
- Serial number
- Firmware version
- Print time
- Motor operating time
- Job information (resolution, ink consumption)
- Number and frequency of cleaning cycles
- Number and frequency of sheet cuts
- Ink consumption
- Number and frequency of ink cartridges being inserted into the machine

# Competitive Analysis

## Mimaki UJF-3042HG

- \$29,995 MSRP
- 12" x 16.5" x 6"
- 6-Color + Primer – 2 Staggered heads
- Image quality not as strong as LEF

## Mimaki UJF-6042HG

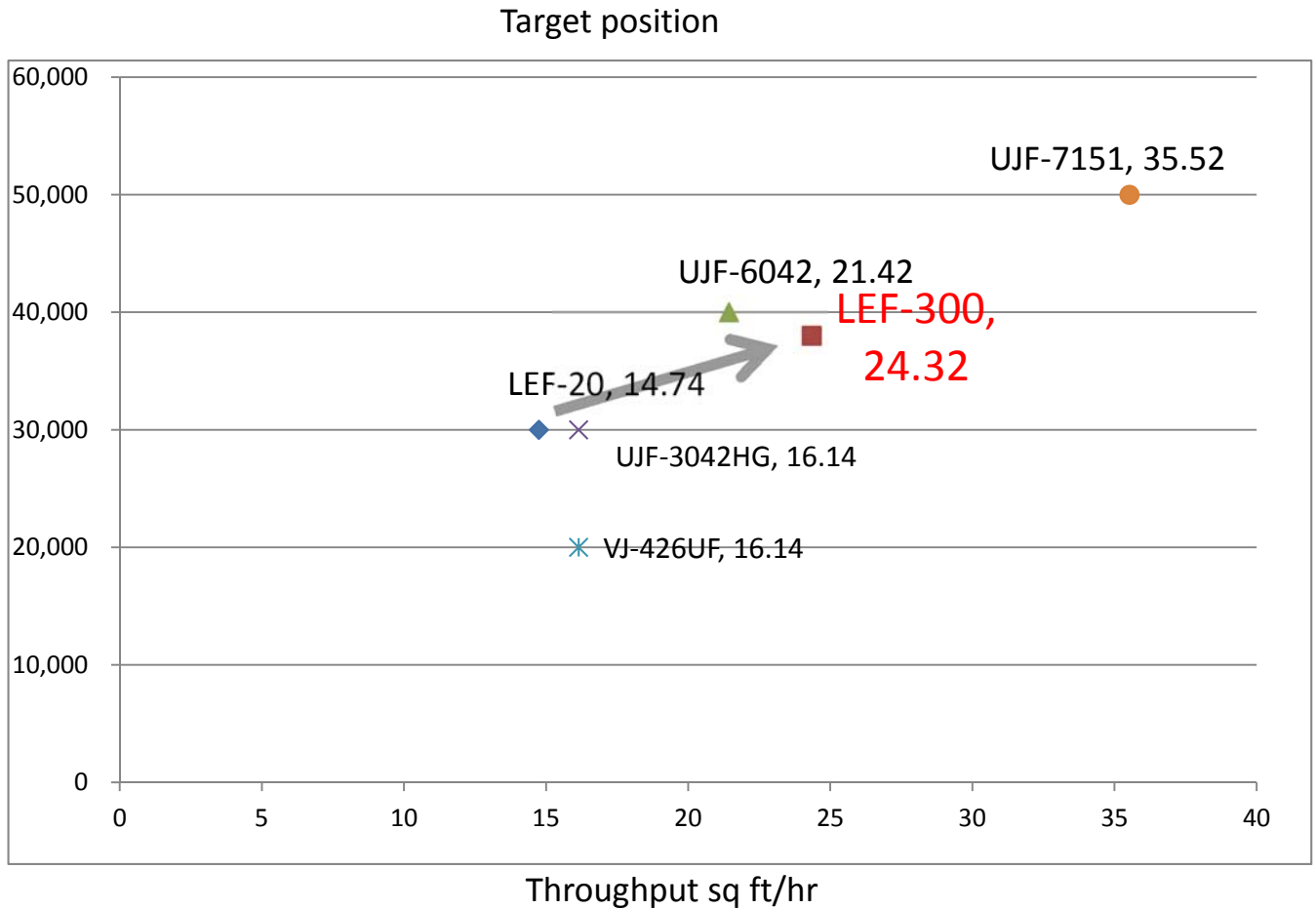
- \$39,995 (\$37,995 street)
- 24" x 16.5" x 6"
- 6 Color + Primer – 2 Staggered heads
- Image Quality not as strong as LEF

## Mimaki UJF-7151

- \$49,995 MSRP
- 24" x 20" x 6"
- 6-Color + Primer – (Bulk available)
- 6 staggered heads

## Mutoh VJ-426UF

- \$19,995 MSRP
- 6 color – Claim no VOC's
- 19" x 13" x 2.75"
- Single head, slower speeds





# Specifications

Printing Technology		Piezoelectric Inkjet
Media	Dimensions	Max. 31.5" width x 14.2" length x 3.94" height (800 mm x 360 mm x 100 mm)
	Weight	Max. 18 lbs. (8 kg)
Printing width and length		Max. 30.3" width × 13" length (770 mm x 330 mm)
Ink cartridges	Type and capacity	ECO-UV 220 cc cartridge, ECO-UV 500 cc cartridge (White ink is not available in 500 cc cartridges)
	Colors	6 colors (Cyan, Magenta, Yellow, Black, White, and Gloss)
Ink-curing unit		UV-LED lamp
Print resolution (dpi)		Max. 1,440 dpi
Distance accuracy *		Error of less than ±0.3 mm (±11.8 mil) or ±0.3% of the specified distance, whichever is greater
Position reproducibility *		Error of less than ±0.2 mm (±7.9 mil) or ±0.1% of the specified distance, whichever is greater
Connectivity		Ethernet (10BASE-T/100BASE-TX, automatic switching)
Power-saving function		Automatic sleep feature
Power requirements		AC 100 to 240 V ± 10%, 2.1 A, 50/60 Hz
Power consumption	During operation	Approx. 178 W
	Sleep mode	Approx. 18 W
Acoustic noise level	During operation	60 dB (A) or less
	During standby	49 dB (A) or less
Dimensions		61.4" × 37.6" × 22.7" (1,560 mm × 955 mm × 576 mm) When the ink-cartridge tray is attached: 37.6" × 22.7" (1,866 mm × 955 mm × 576 mm)
Weight		317.5 lbs. (144 kg)
Environment	Power on	Temperature: 68° to 90°F (20° to 32°C) 72°F (22°C) or higher recommended, Humidity: 35% to 80% RH (non-condensing)
	Power off	Temperature: 41° to 104°F (5° to 40°C), Humidity: 20 to 80% RH (non-condensing)
Included items		Power cord, RIP & PRINT MANAGEMENT SOFTWARE (Roland VersaWorks Dual), User's Manual and Pad trays, etc.

## Roland Versa Works Dual System Requirements

Operating system	Windows® 10 (32/64-bit) Windows® 8/8.1 (32/64-bit) Windows® 7 Professional / Ultimate (23/64-bit)
CPU	Intel® Core™2 Duo, 2.0 GHz or faster recommended
RAM	2 GB or more recommended
Video card and monitor	A resolution of 1,280 x 1,204 or more recommended
Free hard-disk space	40 GB or more recommended
Hard-disk file system	NTFS format
Optical drive	DVD-ROM drive

\* Roland VersaWorks Dual is a 32-bit application, which runs on 64-bit Windows® with WoW64 (windows 32-bit on Windows 64-bit).

## Options

		Model
ECO-UV EUV4 Ink	220cc	EUV4-CY (Cyan), EUV4-MG (Magenta), EUV4-YE (Yellow), EUV4-BK (Black), EUV4-WH (White), EUV4-GL (Gloss)
	500cc	EUV4-5CY (Cyan), EUV4-5MG (Magenta), EUV4-5YE (Yellow), EUV4-5BK (Black), EUV4-5GL (Gloss)
Cleaning liquid	220cc	SL-CL

\* White ink is not available in 500 cc cartridge.

## Summary

The LEF-300 is engineered to accommodate greater quantities and larger-sized items, while providing the amazing print quality users have come to expect from Roland's VersaUV series printers. A larger work area, dual UV lamps that allow bidirectional printing, and dedicated print heads for both White and Clear inks improve overall production. Advancements loaded into the all- new VersaWorks Dual RIP improve ease of use and the overall user experience by giving the end user more control as well as tools for modifying print files without taking the artwork back into the design software. Increased production ability and external ports for adding third-party automation devices give the LEF-300 a path to fit into the manufacturing and industrial printing market segments, as well as the giftware, promotional item and prototype markets where the VersaUV LEF-12 and LEF-20 have enjoyed considerable success.