

digitalvision

N E W S

December 2004
Issue 1

WELCOME

In these changing times, Universal Screen has been a willing partner in adopting and promoting new technologies in the printing industry.

With our recent purchase of Visualise Solutions - the largest Roland supplier in New Zealand for 2003 - to form Digital Vision, we're clearly aligning ourselves for the future.

Our commitment is to continue at the forefront of new technical developments in the digital printing industry. Already, in the first two months of operation, Digital Vision has invested in the training of two certified Roland technicians in Australia - the first company in New Zealand to do so.

Plus, Trevor Wade has just returned from Israel after completing three intensive weeks of technical certification for our Scitex Vision digital printing machines.

Such investment clearly communicates that we're here to stay - and to lead the digital printing technologies in the New Zealand market.

I am proud to be heading up the new company.

Our staff are our most important asset, especially in these times of low unemployment. This is a great time to invest in training your asset! I believe if you invest in your staff you are investing in your business for the future.

I'd like to take this opportunity to thank you for your overwhelming support so far and to wish you all a Merry Christmas.

Regards
Les King



New company great news for NZ digital industry

Excited about the future.. the Digital Vision team.

The establishment of Digital Vision offers New Zealand's fast-growing digital industry the best of both worlds.

Formed following the recent purchase of Auckland-based Visualise Solutions by Universal Screen Supplies, Digital Vision is selling market-leading digital machinery, equipment and consumables, backed by nationwide service and support.

Plus, the team fronting Digital Vision bring unparalleled industry knowledge to the digital marketplace.

They are: General Manager, Les King; Sales Manager, Barry Griffiths and Application Engineer, Greg Burgess.

Delighted to have such a strong team in Digital Vision, Universal Screen owners

Adrian Bennett and Ross Clarke say the new company combines the strengths of both companies - Universal's industry-wide contacts and international standing; with Visualise Solutions' digital experience and expertise.

"It's a fast-changing industry, so it made sense to work together to ensure our clients are getting the highest levels of sales and service."

The benefits of that are reflected in the fact that Digital Vision is selling and supporting two world-leading manufacturers of digital machinery - Scitex Vision and Roland Digital Group.

Between them, those manufacturers supply machinery to meet all parts of the market - from entry level through to top-of-the-range high output digital equipment..

INSIDE...

Pg 2 Digital Vision represents leading brands

Pg 4 Lower Hutt firm gives new Roland the thumbs up

Pg 5 Experienced trio head Digital Vision

Pg 6 Panda builds on its success with new Turbojet



Scitex Vision finds ready market

Renowned as world leaders in digital printing systems, Scitex Vision has found a ready market among New Zealand screen printers.

Israel-based Scitex employs 460 staff round the world and has sold more than 1250 machines to 750 customers in 54 countries. Backing the products is a market-leading customer-care programme (see separate story).

Scitex Vision's models combine flexibility, quality and speed. They include:

- Corjet, described as the ultimate industrial digital inkjet press for packaging and display applications. It is capable of cost-effective short runs of high-quality output and maintains true 600 dpi resolution during its high throughput.



Corjet



XLjet

ultimate superwide-format digital printing system. It offers maximum productivity, super cost-effectiveness, an easy switch between 4, 6 and 8 colours, and any format, application, media and size. Super clarity is achieved even for small and fine text.

- Superjet, a roll-to-roll, digital, wide-format press designed for silk screen printers looking to print medium-to-long run POP quality jobs on flexible

substrates. It prints high-quality images at 600 dpi at a speed of up to 150 sqm/hr. It also features a breakthrough Aprion inkjet print head.



Turbojet

- Turbojet, a 4-6 colour, 400 sqm/hr, wide-format digital press designed to meet the high-quality, high-speed and low-cost demands of the screen-printing and offset industry.

It is designed for retail and display applications, window and exhibition graphics, and indoor and outdoor displays, including bus shelters and paper billboards.

- VEEjet, an innovative, wide-format, four-colour digital flatbed system based on drop-on-demand, piezo-electric technology. It

is targeted at screen and digital printers supplying products for POP/POS displays, exhibitions and all other applications in need of the ability to print on rigid and flexible substrates.



VEEJET PRINTER OFFERS VERSATILITY

Scitex Vision's Veejet printer caters for a wide variety of rigid and flexible media, including PVC, foam board, aluminium, card board, plastics, self-adhesive vinyl, ceramics and wood.

It offers sheet-to-sheet media handling, an image area of 2 x 3 m, a throughput of up to 36sq m/hr, and resolution of up to 720 dpi.

The Veejet can handle rigid and flexible substrates, is environment-friendly, and is a cost-effective revenue generator.

VISIONSUPPORT GIVES YOU PEACE OF MIND

Scitex Vision's market-leading customer care programme, VisionSupport, is the company's guarantee that clients can be confident of enjoying ongoing productivity.

Operated in New Zealand in conjunction with Digital Vision, VisionSupport accompanies Scitex Vision customers every step of the way, from installing each system, to training on-site personnel, to providing ongoing support of the highest calibre.

The programme provides value-added service that is customised to meet each client's long-term printing needs.

Moreover, Scitex's local support centres, backed by a global logistic infrastructure, are

fully equipped to maximise a printing press's uptime.

This includes providing a complete synergy between printing systems, ink and media.

Amanda will keep you happy

Digital Vision is offering the screen printing industry a system from Italian manufacturer Autoprint that enables solid, line and tone positives and CMYK separations to be produced using a standard inkjet printer.

Called Amanda, the system permits the digital production of positive films in small or large format without manual montage in widths of up to 168cm.

With perfect registration, thanks to

the film's lay-flat properties and dimensional stability, this user-friendly, simple process delivers images with excellent UV density which is uniform over the whole film (right to the edges) and is higher than that of red masking film.

Traditional halftones are obtained up to 25 lines/cm and hairlines as thin as 0.1mm.

Amanda's advantages are: little capital outlay (just an inkjet printer), no chemicals (not even water), very low maintenance, and simple training and easy utilisation.



Quality water-based inks from Manoukian

Manoukian's technical division produces a variety of quality water-based inks, characterised by brilliant and vivid colours.

They include:

- Digistar PES, the sublimatic colours range, suitable for printing on paper, making hot transfers on synthetic fabrics, or direct printing on fabrics.
- Digistar SK, the acid colours range for direct printing on silk, wool and PA.
- Digistar CT, the reactive colours range for direct printing on cotton fabric.

Nick gives Rola

Lower Hutt company owner Nick Baty is well pleased with the Roland SC 540X sign-making machine he bought recently from Digital Vision.

"It's an excellent machine," says the head of Concept Visual Media (formerly Concept Signs).

"It was installed four weeks ago and we've gone through the learning curve."

Nick says he and his nine staff knew what to expect from the state-of-the-art machine -

ROLAND AIMS TO BE THE BEST

Roland DG Corporation is leading the evolution of sign, graphic and 3D modelling industries with innovative hardware and software and is committed to offering better solutions for transforming imagination into reality.

Roland DG is ISO 9001 and 14001 certified and pursuing

NEW VERSION OF SP-300 AVAILABLE SOON

A new version of Roland's VersaCamm SP-300 digital printer, the SP-300V, will be available from Digital Vision in January.

The SP-300 is everything you could ask for in a low-cost printer - and more.

With four-colour inkjet printing and precision contour cutting, it's perfect for a wide variety of jobs - colourful decals and labels, heat transfers for apparel, posters and floor graphics, point-of-purchase materials, and virtually every kind of sign imaginable.

The SP-300 produces graphics with outstanding durability, indoors and out, even on uncoated media.

It can print and cut economical banners, signs and vehicle graphics that will last up to three years outdoors without lamination.

All VersaCamm printers feature outstanding print quality with variable droplet technology and up to 1440 dpi resolution.



and machine the thumbs-up

Increased speed of production - and they haven't been disappointed.

The Roland is producing 10 sq m/hr - five times more than the machine it replaced. Further, the company is securing the volume of work required to match the faster output.

Mike's company is engaged in all forms of sign-making and digital printing in what he sees as a time of technological change for the industry.

"I'm reasonably happy with those changes, because we've been going for nine years and were able to

jump on the bandwagon," he says.

Concept Visual Media's customer base is in the Hutt Valley and Wellington areas and it's a solid market for the progressive company.

Concept has grown consistently in recent years and Nick envisages a further 50 percent expansion in the next few years, to the point where he has 12-14 staff.

"We've maintained fairly steady growth since our inception, and that's a pretty good indication of where we're going," he says.

graphics arts and software, printing

environmental protection and continuous quality improvement.

Under the philosophy of preserving the environment and human health, it is working to abolish organic solvents in production, to reduce and recycle waste, to reduce power use, and to purchase recycled products.

es both

INK KIND TO PEOPLE AND ENVIRONMENT

With Roland's VersaCamm printers, signmakers don't have to worry about headaches, dizziness or concerns about the environment.

Roland's revolutionary Eco-Sol ink is formulated to be gentle for both users and the environment.

The odour is much milder than with hard solvent inks and Eco-Sol requires no special ventilation or environmental equipment.

The ink is available in CMYK and is packaged in convenient 220 ml cartridges.

Another plus with VersaCamm is the combination of an integrated heating system and Eco-Sol ink allows the machine to print on a wide variety of commercially available media - uncoated vinyl and banner materials for lower production costs, and Roland's premium Sol Media, including backlit and glossy paper.

PRINTER/CUTTER POISED TO BECOME BEST SELLER

Roland's VersaCamm SP-540V four-colour printer/cutter, available from Digital Vision in January, is set to follow in the footsteps of the SP-300 and become a best seller all over the world.

The SP-540V is wider (54 inches) and faster (10.6 sq m/hr at 360 dpi) than its illustrious predecessor. And, says Roland, it is even easier to use - a big plus for those who desire professional printing and precision contour cutting in a single, simple-to-operate device.

Included with the SP-540V is a revolutionary new software RIP, VersaWorks.

The software is easy to use, with its drag-and-drop capabilities and its at-a-glance screen with icons. Everything the user wants to know is visible on-screen without clicking menus.

VersaWorks includes precision colour management to faithfully reproduce colour and astonishingly fine details.

Roland Corporation Limited Digital Group Products Division

P.O. Box 8599, Symonds Street
32 Shaddock St, Mount Eden, Auckland

Auckland, Phone: + 64-9-309-8100
Facsimile: + 64-9-309-1065

Dear Les and team,

30 November 2004

Congratulations on the establishment of Digital Vision.

We feel that the combination of one of our top Roland dealers "Visualise", with Universal Screen's nationwide network and international contacts, can only be of benefit to the New Zealand digital printing industry.

We wish you all the best in the venture and look forward to working closely with you as we grow and support the industry in this country.

Yours sincerely,

Dave Hullah
General Manager
Roland DG New Zealand Ltd

SOLJET DOES THE BIG JOBS SUPERBLY

Roland describes its Soljet SJ-1000 EX printer as a jumbo jet - and with good reason.

The giant Soljet offers 2600mm-wide prints and has a production speed of 45 sq m/hr at 360 dpi.

That makes it the widest and fastest Roland printer ever, ideal for billboards, banners, vehicle wraps and other jumbo jobs.

Low volatility Eco-Sol ink allows the user to print durable, photo-realistic graphics on both coated and uncoated media.

A triple heating system yields vibrant UV and water-resistant graphics, and Roland's innovative ink-density control technology utilising CCMYK provides rich colours in all print modes.

Heavy-duty feeding and take-up systems support up to 100kg media rolls.



Experienced trio head Digital Vision



A strong team has been appointed to lead Digital Vision Ltd, the company formed following Universal Screen's acquisition of digital-industry supplier Visualise Solutions.

The creation of Digital Vision gives the Universal Screen Group the ability to service the entire digital market, from entry level to top of the range. Available

equipment and consumables include Scitex Vision presses, Roland sign-making machines, and Manoukian digital inks and papers.

Manager of the new company is Les King, previously head of Universal Screen's digital division. Les has been with Universal for about eight years in an industry career of more than two decades.

He says the setting up of Digital Vision reflects the rapid growth of the digital sector of the industry, and he repeats his forecast of earlier this year that sales in New Zealand of digital printers and consumables will soon equal those now being recorded in Australia.

He also repeats another assertion he made some months ago: that digital sublimation and digital positives offer opportunities for Universal Screen customers wanting to save themselves money.

Les believes his involvement over a period in the structure of Universal Screen's Australian operations has widened his industry perspective and he envisages transTasman co-operation being a feature of his new role.

Joining Les in the Digital Vision line-up are sales manager Barry Griffiths and applications engineer Greg Burgess.

Barry, who has 14 years' industry experience, was formerly director of Visualise Solutions and, before that, of Cannon Sign Systems.

Earlier this year, while heading Visualise, he won the Roland sign-making machinery company's top sales award for New Zealand.

"The sales covered two-thirds of the North Island," says Barry. "They involved a lot of work and I'm confident we can do it again."



Barry Griffiths



Greg Burgess

Barry has an illustrious sporting past. He was eight times the New Zealand men's singles table-tennis champion and spent six months each year playing semi-professionally overseas. However, he has not played table tennis, even socially, for ten years - though he intends playing tennis this summer.

Barry describes his new role as 'pretty exciting, but quite a challenge because the technology changes so fast'.

For Greg Burgess 2004 has been a year of change. Three months after he joined Visualise Solutions as its application engineer it was taken over by Universal Screen and Digital Vision was established.

Greg has spent 18 years in the industry, working mainly in signwriting, textile, embroidery, and graphic design. He is a quick learner, and having already familiarised himself with Roland digital equipment while with Visualise, he is now busy widening his knowledge with Digital Vision.

He plans to become a Roland certified technician and will fly to Sydney to receive the required training.

Greg says he is enjoying the challenge of his new job.

"It's exciting to work in a sector where the technology is moving forward so fast."

Raewyn Sharp is the friendly voice you'll hear on the phone when you ring Digital Vision.

Raewyn brings a strong background in accounting roles to the company, where her responsibilities include accounts receivable, customer service and reception.



"It is pretty exciting, but quite a challenge because the technology changes so fast."

Panda builds on its success with a Turbojet

Brothers-in-law Chris Brooke and Bruce Lees got into screen printing nearly 17 years ago, when they bought equipment salvaged from a business that had burned to the ground.

From that Phoenix-like beginning, the co-directors have built a thriving company, Panda Graphic Imaging Ltd, which for the past six years has also been successfully engaged in digital printing.

So successfully, in fact, that Chris and Bruce have recently replaced their Scitex Idanit 162 AD four-colour machine with a Scitex Turbojet six-colour press.

At the time of delivery, it was the first in the southern hemisphere and only the 18th anywhere in the world.

"We wanted the Turbojet because it aligns itself closely to screen printing and

complements what we do," Chris said.

"It is very production-oriented. At its slowest it prints 200 sq m/hr and its normal output is 300 sq m/hr."

Papakura-based Panda Graphic Imaging has a staff of 20 and its digital, screen and graphic-design work embraces posters, banners, signage, labels, vehicle graphics, metal, paper, magnetic, corflute, one-way vision, and die-cut figures.

Panda has two other digital presses, including a Roland print-and-cut machine, acquired 15 months ago. But right now it's the Turbojet that's keeping the staff on their toes.

Chris has been to Israel to learn first-hand from Scitex about the machine and its software, so as to ensure maximum performance.



Bruce Lees (left) and Chris Brooke of Panda Graphic Imaging with their new Scitex Turbojet press.

"It has got a big appetite - that's the challenge," he said.

"We've gone from a machine that produces 100 sq m/hour to one that can easily do 300 sq m. It can get through the work a lot quicker."

USED EQUIPMENT

Make	Model	Description	Ink Type	Age	Condition
Roland	CJ 500	Print and Cut	Pigment	2 years	ex con
Roland	SC 500	Print and Cut	Eco Sol	under Warranty	ex con
Roland	FJ50	Print	Pigment	5 years	good con
Sp300			Print and Cut	Eco Sol	under Warranty ex con

NEW EQUIPMENT IN STOCK NOW FOR IMMEDIATE DELIVERY

Make	Model	Description	Ink Type	Media width	
Roland	SP300V	Print and Cut	any	760mm	(NEW RELEASE)
Roland	SJ1000	Print	Eco Sol	2500mm	
Roland	SJ740	Print	any	1700mm	
Roland	FJ540	Print	any	1300 mm	
Roland	SP540V	Print and Cut	any	1300 mm	(NEW RELEASE)

FOR SALE



Digital Vision Limited

A member of the Universal Screen Group

7 Basalt Place, East Tamaki • PO Box 58-673, Auckland, New Zealand

P: 09 272 0044 • F: 09 274 3833

e: digital@uniscreen.co.nz • w: digivision.co.nz