



## **News Release**

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**For Immediate Release**

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### **ColorSpan Announces DisplayMaker 72SR Flatbed / Roll-fed Multi-Purpose Solvent Inkjet Printer**

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#### **Highlights**

- MacDermid ColorSpan, Inc. debuted the DisplayMaker<sup>®</sup> 72SR wide-format flatbed solvent inkjet printer at the ISA International Sign Expo in Orlando, April 15-17, 2004 in booth 244.
- The DisplayMaker 72SR features the ability to print on rigid materials, such as common display boards like UltraBoard, Fome-Cor and GatorPlast, up to 3/16-inch (4.6 mm) thick. It accommodates sheets up to 73-inches (185 cm) wide and 120-inches (305 cm) in length. It can also print on a wide variety of roll-fed media up to 73-inches wide.
- DisplayMaker 72SR uses sixteen 600-dpi Micro-Quad<sup>™</sup> piezo-electric printheads and ColorSpan's SolaChrome<sup>™</sup> -HR solvent pigmented inks to produce high-quality POP displays, outdoor-durable signs, banners, vehicle graphics and much more on inexpensive uncoated media.
- The self-cleaning printhead service station uses an on-board solvent cleaning solution to ensure the printer is available to print on demand without the typical start-up maintenance associated with solvent printers.
- ColorSpan's Automation Eye technology uses an on-board image sensor and photodiode to automate the setup and calibration steps critical for achieving and maintaining print quality, while extending the useful life of the printheads.
- The DisplayMaker 72SR has a US suggested list price of \$59,995 and is available from ColorSpan's worldwide network of value-added distributors and resellers.

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MacDermid ColorSpan, Inc., an innovator and leader in the wide-format color inkjet printer market, introduces a flatbed / roll-fed hybrid, piezo-electric solvent inkjet printer, the **DisplayMaker® 72SR**. Developed as an extension to the highly acclaimed DisplayMaker 72s “Gator,” the printer offers the ability to print on rigid sheets or flexible roll stock up to 73” wide. Designed around sixteen (16) 600-dpi Micro-Quad™ piezo-electric printheads, the 72SR delivers true 600 x 600-dpi quality at print speeds up to 400 square feet / hour. The DisplayMaker 72s will be shown for the first time at the ISA International Sign Expo in Orlando, April 15 -17, 2004 in booth 244 and is available for immediate delivery.

Bruce Butler, director of marketing, stated, “At less than half the price of other flatbed solvent printers, the DisplayMaker 72SR sets a new standard for flatbed printing performance and value, combining production speed with award-winning quality, ease-of-use and low cost of operation.” Butler went on to say, “Printing directly on rigid boards for POP displays and other signs saves considerable time and money compared to other transfer or mounting techniques.”

When configured for printing rigid materials, two 36-inch (91 cm) x 75-inch (190 cm) roller tables are attached to the front and rear of the printer to accommodate sheets up to 60-inch (152 cm) in length. Optionally, two additional tables can be added for sheets up to 120-inch (305 cm). The tables can easily be removed for printing of roll-to-roll of flexible media.

The loading of rigid materials has been made easier in a number of ways. First, the 72SR features a releasable pinch roller system for easy insertion. Once in place, the pinch rollers are engaged with a variable force adjustment to eliminate marks on more fragile surfaces. Pressing the load button causes the printer to use its integrated Automation Eye to sense the right, left and front edges while also checking for skew. The characteristics of a particular media, such as head height, pinch roller tension, platen vacuum force are stored in the Media Wizard. When selecting a new media type, the Media Wizard walks you through the steps need to print on that media.

## Other Product Features

**Micro-Quad™ Printheads** — Sixteen (16) industrial-quality, long-life piezo-electric printheads are configured as four interlaced heads using 384 jets per color. These 600-dpi printheads jet a micro-sized 30-picoliter droplet. The result is higher quality prints at lower production costs when compared to typical 360-dpi, 70-picoliter, 6-color printers.

**Production-Oriented Speed** — Designed-engineered as a production sign system, the DisplayMaker 72SR uses 16 piezo-electric printheads with 1,536 total jets. The printer boasts a print speed of 400 square feet (37.2 m<sup>2</sup>) per hour in its Billboard Quality print mode. In its Production Quality mode, the printer turns out 200 square feet (18.6 m<sup>2</sup>) per hour of high quality, sellable graphics. A High Quality mode is also available at 100 square feet (9.3 m<sup>2</sup>) per hour.

**Advanced Automation Eye** — Consisting of a high-resolution imaging sensor, colorimetric photodiode, and embedded software, the printer automates the setup and calibration steps critical for achieving and maintaining print quality.

**AutoSet™ Calibration** – analyzes dot placement of printed patterns and automatically sets the head-to-head alignment and bi-directional (bi-di) dot placement alignment to compensate for variable print speeds, head height settings and media thickness.

**AutoJet™ Calibration** – eliminates banding in prints and extends the useful life of the printheads by mapping out jets that are not up to performance standards and compensating by using another jet in their place.

**AutoTune™ Scheduler** – schedules the AutoJet calibration to occur during unattended print runs to ensure maximum print quality and minimize waste or reprints.

**AutoEdge Detection** – uses the image sensor to aid in the loading of rigid materials by detecting right, left and leading edges. It also checks for and warns user if the board appears to be loaded askew.

**Linearization** – the on-board spectrophotometer supplies color and density data to the external RIP's color management software. The color management system then linearizes the color curves to ensure accurate and consistent color.

**Color Profiling** – using the on-board spectrophotometer, the DisplayMaker 72SR prints and automatically reads hundreds of color swatches to allow the RIP and ColorMark+ color management software to create custom ICC and ColorMark® profiles for 3<sup>rd</sup> party media.

**SolaChrome™-HR inks** — Solvent-based, pigmented inks available in cyan, magenta, yellow, and black are designed for reliable jetting, low maintenance, long head life, low cost of operation and long term outdoor display life – 3 to 5 years depending on application. SolaChrome-HR inks print directly on standard uncoated vinyl and other substrates for durable, indoor and outdoor graphic applications. Priced at \$249 per 2-liter container, typical photo images print with an ink cost less than \$0.15 per square foot.

**Ink Delivery System** — The SolaChrome-HR inks and solvent cleaning solution are held in easy-to-refill 3.5-liter Big Ink® reservoirs that can be filled during printing for non-stop production printing.

**Self-Cleaning Printhead Maintenance** —The printhead's self-cleaning service station along with the on-board solvent cleaning solution makes printhead and jet maintenance easier than ever. Together they maintain jet health so the printer is ready to print, at any time, on demand. Featuring a one-button purge and wipe procedure, it uses a unique combination of a solvent bath and sixteen motorized wiper blades to automatically clean and prepare the heads for printing.

**Media Options** — The DisplayMaker 72SR is capable of printing on a wide variety of uncoated rigid materials such as UltraBoard, Fome-Cor, GatorPlast, polystyrene sheets, cardstock (tag board), clay-faced corrugated and more. It also prints on a full range of flexible materials including banner vinyl, adhesive vinyl, canvas, paper, fabric and film.

## **Markets**

Adding the ability to print directly onto rigid display materials to the high speed, low cost of operation, ease of use and extended outdoor durability make the DisplayMaker 72SR ideal for print-for-pay service providers that produce indoor POP and exhibit displays in

addition to outdoor signs, banners, fleet graphics, backlits, floor graphics, and other high volume work.

## **Pricing and Availability**

The DisplayMaker 72SR has a US retail price of \$59,995 and is available through MacDermid ColorSpan's worldwide network of value-added distributors and resellers. Current owners of the DisplayMaker 72s printer can purchase a 72SR flatbed upgrade for \$5,995.

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## **About MacDermid ColorSpan, Inc.**

MacDermid ColorSpan, the recognized creator of the Big Color<sup>®</sup> graphics market, designs, manufactures and markets large-format digital color printing systems, supplies, software and services. ColorSpan distinguishes its products through patented Big Ink<sup>®</sup> Delivery System and ColorMark<sup>®</sup> 8- and 12-color printer designs, and an Automated Eye for easy setup, calibration and unattended printing. ColorSpan products are available through a worldwide network of value-added distributors and resellers.

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