

WINNING IN COLOR

Color paper documents have long been desirable in the office. They have also been too expensive. This is unfortunate given the many affordable color display products that have emerged in recent years and the meteoric rise of an Internet culture in which color is often essential to effective communication.

But what if color equipment and output were as affordable as monochrome, child's play to create, and could be produced just as fast? Wouldn't it make sense to shift to color? Of course it would. And you'd likely output reams of color materials.

That's why Ricoh took a leading role in developing a host of technologies that help most office workers opt for color output when it suits them. By bringing out highly

affordable color equipment we can not only enhance our market share but also build and dominate massive new color markets that deliver superb value to our customers. This while driving our revenues and earnings to new heights by increasing total document volume.

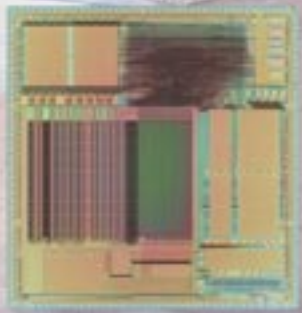
The past year or so has seen Ricoh take major steps toward that goal, with the launch of the breakthrough **Aficio 1224C/1232C** (Imagio Neo C240/C320) series of workgroup MFPs that deliver color convenience affordably. Our proprietary vertical paper pass design has resulted in color models that are as compact as monochrome machines. These and other fast, compact MFPs, laser printers, and copiers meet the need for speed and



Aficio 1224C/1232C

The Aficio 1224C/1232C (Imagio Neo C240/C320) series of workgroup MFPs integrates copying, printing, scanning, and optional faxing. These systems separate themselves from the competition by offering the convenience of color at highly affordable prices. At the click of a mouse or push of a button, users can seamlessly integrate color pages into documents and finish them without manual intervention.





Ri10

The Ri10 is the world's first single chip to handle all copier imaging functions. This dedicated image processing middleware LSI eliminates the "clutter" found on application-specific integrated circuits, handling all copier image processing on a single chip. The Ri10's 224 calculators use parallel processing to perform 25.7 billion calculations per second, which is more than 10 times faster than a personal computer's central processing unit. Software can be used to modify processing capabilities. The Ri10 LSI has thus slashed the time and cost otherwise needed to develop color systems. The Ri10 is a central feature in our latest offerings, including the Aficio 1224C/1232C (Imagio Neo C240/C320) series.

allow users to seamlessly integrate color pages into documents and finish them without manual intervention. We have thus become a major force in the Japanese color market, and we are well on the way to replicating that achievement internationally.

But how did Ricoh make color a viable option for the regular office? Two factors have fueled our goal of becoming a preeminent provider of solutions. The first is technology. The second is our unmatched global sales, support, and service structure.

On the technology front, our most important achievement has been the creation of the **Ri10**, the world's first single chip to handle all copier imaging functions. This dedicated image processing middleware LSI eliminates the "clutter" found on application-specific integrated circuits to dramatically enhance performance. The Ri10 lives and breathes imaging efficiency. Software can be used to modify processing capabilities. This LSI has thus slashed the time and cost otherwise needed to develop color systems. The Ri10 is a central element in our latest offerings.

Another innovation, featured in the Aficio AP 3800C (IPSiO Color 8000), is a proprietary tandem drum printing system that prints all four colors in a single pass.

Zero maintenance is the Holy Grail of office equipment. Ricoh brings this close to reality through the modules in its multi-functional models. The modules can be serviced simply and quickly, thus minimizing downtimes.

While color is largely the future both for us and our customers, this does not mean that we are abandoning the world of monochrome solutions. Indeed, black-and-white output remains a top priority for many high-volume users. We are meeting that need—in

Aficio 2105

This monochrome system complements Ricoh's color offerings. It supports work-intensive walk-up environments, networked corporate workgroups, central reprographics departments or print-for-pay operations. It rips through copy/print runs at 105 pages per minute and offers ultimate versatility for all job requirements.

spades. At the top of the line in our monochrome range is the **Aficio 2105** (Imagio Neo 1050Pro), an on-demand input/output station. This model can output a stunning 105 copies per minute. Double that figure when two units are used in tandem for ultra-high-volume runs.

As mentioned earlier, our direct sales, support, and service structure is central to our color strategy. In recent years, we have acquired several office equipment companies around the world so that today we can provide the best possible solutions globally. We have been able to marshal this network to identify the true needs of our customers. All the people on the network are on the same page. They seek and feed back relevant information to our development operations so we can provide even more useful products. Just as important, our global network provides color and monochrome solutions through systems and operating proposals that help customers enhance efficiency while lowering the total cost of ownership. That approach has helped us land many new major accounts in recent years, and will pave the way for even more contracts with small and large companies that find that color is a winner.

