

Ricoh Acquires Avanti Computer Systems Limited

Company's latest strategic acquisition is aimed to help improve management efficiency and customers' productivity in the production print market

TOKYO, January 18, 2017 – [Ricoh](#) today announced the acquisition of [Avanti Computer Systems](#) Limited (hereinafter “Avanti”), a leading provider of Print MIS (Management Information System) targeted for the production print market. This acquisition enables Ricoh to further expand the value its production print workflow delivers to customers, as well as to help improve management efficiency and productivity of customers in the production printing market.

In July 2013, Ricoh made a strategic investment in Toronto-based Avanti, which established the foundation for this acquisition. Award winning Avanti Slingshot solution is one of the most advanced JDF^{*1}-certified Print MIS available in the market today. JDF is the industry standard for process automation in pre-press, press and post-press.

“We are committed to continual portfolio advancements aimed at helping our customers grow their businesses and improve their efficiency,” said Jeff Pattera, Senior Vice President and General Manager, Technology & Solutions Development, Ricoh. “We know that in order to achieve this, they need complete solutions which address their business needs. While our RICOH Pro Series continues to grow market share globally thanks to its high quality and high productivity, customers look to Ricoh to resolve wider issues surrounding upstream and downstream systems. Our acquisition of Avanti helps us more effectively do just that.”

This latest Ricoh acquisition continues Ricoh's dedication to providing customers with an unmatched, best-of-breed portfolio that addresses the needs of the production print market, today and tomorrow. Previously, Ricoh acquired MarcomCentral (formerly known as PTI Marketing Technologies Inc.), in December 2014. The acquisition has successfully enhanced the value of Ricoh's Web to Print, Marketing Asset Management, and Variable Data Printing offerings. With the addition of Avanti, the Ricoh portfolio is now able to cover the entire production workflow, including Print MIS. Ricoh is aiming to link the Avanti system not only with the RICOH Pro Series, but also with other company's products, for providing customers with wider solutions.

“Ricoh’s initial strategic investment in Avanti three years ago gave us an unparalleled opportunity to advance product development and further deliver innovative MIS solutions,” said Patrick Bolan, President of Avanti. “The acquisition by Ricoh sets the stage for Avanti to accelerate growth into the global marketplace.”

In addition to production workflow, Ricoh has started to offer marketing workflow services, aimed to further print shops’ value proposition to their end customers. By collaborating with its partner companies, Ricoh also aims to form an industry-leading ecosystem that will continuously provide customers with increased value-added services.

*1. JDF stands for Job Definition Format.

About Avanti

Since 1984, Avanti has provided innovative, award-winning Print MIS solutions that help print shops and marketing communication organizations automate all facets of their business and cultivate a more meaningful customer relationship. Avanti’s solutions are the most open in the industry; are JDF-certified, fully integrated, and extend from web-to-print through to production and billing.

| About Ricoh |

Ricoh is a global technology company that has been transforming the way people work for more than 80 years. Under its corporate tagline – *imagine. change.* – Ricoh continues to empower companies and individuals with services and technologies that inspire innovation, enhance sustainability and boost business growth. These include document management systems, IT services, production print solutions, visual communications systems, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ending March 2016, Ricoh Group had worldwide sales of 2,209 billion yen (approx. 19.6 billion USD).

For further information, please visit www.ricoh.com

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