

RICOH LAUNCHES THE RICOH PRO C900s COLOR PRODUCTION SYSTEM

Flexible System Offers Fast Color Printing and Versatile Scanning, Copying and Document Storage

West Caldwell, NJ, February 23, 2009 — The Production Printing Business Group (PPBG) of Ricoh Americas Corporation announced today the official launch of the RICOH® Pro C900s, a production-class multi-functional color system designed to address customers' needs to produce high-quality, efficient and affordable printing, scanning and copying in one system. This flexible system is targeted at Corporate and Commercial professional print environments with demanding application needs and duty cycle requirements up to 400,000 color images per month. The RICOH Pro C900s, with its scanning capability, is the next generation of the RICOH Pro C900, which PPBG officially launched at GRAPH EXPO in October 2008.

The RICOH Pro C900s offers printing, scanning, and copying functionality allowing customers to complete a wide range of applications within one encompassing system. Like the RICOH Pro C900, the RICOH Pro C900s delivers maximum productivity for immediate turnaround time, while also offering time- and money-saving scanning, copying and document storage solutions. Customers are able to save valuable production time by scanning hardcopy originals directly into any TWAIN-compliant desktop application such as Adobe Photoshop. The RICOH Pro C900s can scan and then distribute documents to a variety of Scan-to destinations such as email, URL, FTP, SMB, Fiery Hold Queue, mailbox and more. The Pro C900s includes Fiery Remote Scan utilities and well as Ricoh GW scanning utilities, both of which provide TWAIN scanning functionality.

Central to the operation of the RICOH Pro C900s is a server-based EFI Fiery® Print controller. The Fiery platform optimizes the Pro C900s with top speed, quality, and advanced color management and integrated work-flow utilities that provide the customer with complete control over digital file processing at every stage of production. The Fiery is an open, flexible solution addressing the demanding requirements of Commercial Printers and Inplant Central Reproduction Departments. The Fiery controller is a standard component of the Pro C900s and includes a number of value-added workflow and job automation utilities such as EFI Impose, Fiery Graphic Arts Package, Standard Edition, EFI Hot Folders, Fiery Spot-On, Fiery FreeForm, PPML support, Creo VPS support and more.

Additionally, the RICOH Pro C900s offers a wide range of advanced in-line finishing options that can be configured to customers' exact requirements, providing enhanced flexibility and efficiency. Options include the RB5000 Ring Bind Unit which automates the entire binding process so operators can prepare incoming jobs while additional jobs are being ring-bound, and the SK5000 High Capacity Stacker which enables longer unattended print runs, providing up to 10,000-sheet stacking capability. The GB5000 Perfect Bind Unit automatically trims up to three sides of collated pages and applies perfect binding without operator intervention, reducing labor costs. Other finishing options include the CI5010 Cover Interposer, the ZF4000 Z-folding Unit, the SR5000 Stapler / Finisher, the BK5010 Production Level Booklet Maker, the GBC StreamPunch III Punch Unit and the BK5000 Saddle Stitch booklet maker.

The Pro C900s is engineered to provide maximum uptime and reliability to customers residing in demanding print environments. The Pro C900s incorporates Trained Customer Replacement Units (TCRU's) that enable trained operators to replace key components on the system without the need to dispatch a field engineer. In addition, Ricoh bundles remote diagnostics, troubleshooting and online consumable ordering through the included @Remote diagnostic solution.

Integrated technology includes a paper registration and skew control unit providing (+/-) .5mm back-to-front image registration. The Pro C900s incorporates developer pre-mixed toner along with a single direction development process to ensure consistent color reproduction from print-to-print and across long print runs. In addition to this the LCIT RT5020 large capacity trays incorporate air-assist paper feeding for sheets up to 13" x 19.2". The Pro C900s handles media basis weights from 16lb bond to 110lb cover and prints at rated speed regardless of basis weight.

"Launching the RICOH Pro C900 last year was a significant milestone for PPBG and we're equally excited to introduce the RICOH Pro C900s in 2009," said Carl Joachim, vice president of Marketing for PPBG, Ricoh Americas Corporation. "Continuing to introduce innovative and high-quality Ricoh products in the production category is a top priority for PPBG and we're proud to bring another affordable solution to our customers through the RICOH Pro C900s."

The RICOH Pro C900s is available at a suggested retail price of \$136,500 for the standard configuration. For more information on the C900s and other PPBG products and solutions, please visit www.ricoh-usa.com/ppbg/.

About Ricoh's Production Printing Business Group The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of the \$22 billion Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at www.ricoh-usa.com/ppbg/.