

RICOH INTRODUCES THE PRO C550EX/C700EX COLOR DIGITAL IMAGING SYSTEMS

Advanced Color Systems Combine Speed and Versatility at a Low Cost of Ownership

West Caldwell, NJ, June 03, 2009 — Ricoh Americas Corporation today introduced the Ricoh Pro C550EX/C700EX color digital imaging systems that are designed to help businesses drive revenue and increase profitability. Targeted for a wide range of production environments, these systems are particularly ideal for light production applications that use color and multifunction products (MFPs) to print at lower cost, while providing the dependability, flexibility and performance to tackle a variety of jobs.

In today's fast-paced business environment, speed is critical. The Ricoh Pro C550EX delivers a speed of 55 ppm in color or 60 ppm black and white, while the C700EX achieves 70 ppm in color or 75 ppm in black and white. In addition, interruptions are minimal as the systems hold up to 5,300 sheets of paper to support large printing jobs.

Ricoh partnered with EFI to provide an efficient printing workflow and powerful color management capabilities on these new systems. The EFI Fiery E-8100 Print Server enables customers to compete more effectively and achieve the highest levels of efficiency in production printing environments, where engine utilization, speed, automated workflows, advanced color management, and connectivity are critical to a customer's success and profitability. The Fiery server helps to reduce errors and waste while increasing productivity and profitability on every job, such as complex, color-intensive and Variable Data Printing applications. The Pro C700EX and the E-8100 form the fastest color output combination in this segment.

“We are excited to introduce the Ricoh Pro C550EX/C700EX color digital imaging systems to our customers, as they offer high quality and reliability in an easy-to-use interface that's not often found in light production models,” said John Fulena, director of product marketing at Ricoh's Production Printing Business Group (PPBG). “These systems are ideal for customers in a variety of production environments, including those with in-plant capabilities, providing them with advanced features at a low cost of entry. The new high-speed imaging systems enable Ricoh to offer customizable products to a new business segment we had previously not covered, adding to our robust suite of production printing offerings.”

Furthermore, the Pro C550EX/C700EX features a large, full-color control panel, which offers an intuitive menu that is easy for users of all skill levels to navigate. The new PxP toner technology delivers crisp color output, as the smaller toner particles support the rendering of fine image detail and even coverage. To ensure consistent color quality, the systems feature a parallel calibration feature to monitor and adjust registration and toner densities over long job runs.

The Pro C550EX/C700EX supports various optional accessories so customer's can tailor the systems to address specific applications. The optional Fiery Graphic Arts Package, Premium Edition, provides expert tools for managing color, proofing and controlling workflow. The intuitive interface of the optional EFI Impose enables users to prepare jobs rapidly by customizing imposition settings, selecting gang-up style, gutter size and binding methods. In

addition, users can reduce errors and reprints with the EFI Compose option, which allows centralized document assembly, visual page level ticketing, preview and editing. Fiery Color Profiler Suite is another option, offering customers a complete, integrated color management tool set that ensures optimal color quality and control in the color printing workflow.

The Ricoh Pro C550EX/C700EX is available at a suggested retail price of \$58,840 and \$67,240 respectively. For more information on these 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/.

About Ricoh Americas Corporation

Ricoh Americas Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment and electronics, with fiscal year 2008 sales in excess of \$20 billion.

Ricoh Americas Corporation is a leading provider of document solutions. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents.

Ricoh Americas Corporation directly or through its network of authorized dealers markets and distributes products in North, Central and South America.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at www.ricoh-usa.com.

For more information and specs, please visit the Ricoh [Pro C550EX](#) and [Pro C700EX](#) product pages.