

# RICOH's Business Strategy and Products on Production Printing

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## Abstract

*RICOH is a global leader in digital office solution. RICOH constantly creates new value from the customers view points at the interface of people and information, offering a broad range of digital, networked products, including copiers, printers, fax machines, semiconductor related products and digital cameras. RICOH operates in over 100 countries with more than 300 group companies worldwide. Consolidated revenue for the year ending March 2009 was 2,092 billion yen.*

*RICOH has been expanding its business into new growing market segments, including Production Printing, as one of its new growth vehicles. To this purpose, RICOH has recently been acquiring and partnering with key technology companies in the Production Printing segment to strengthen RICOH's competitive position and increase value for customers. At Drupa 2008 in Dusseldorf, Germany, RICOH and InfoPrint Solutions Company demonstrated and announced two new innovative Production Printing platforms, RICOH Pro C900 and InfoPrint 5000. Below is more information about RICOH Group's Production Printing activities, and the new Production offerings.*

## RICOH's Production Printing

RICOH and its group companies have been in Production Printing in full scale since 2007 with the formation of Production Printing Business Group (PPBG) in US, EU and Japan. The focus is on helping customers expand print volume on digital printing systems in the data center, in-plant corporate reproduction, print for pay and commercial print environment.

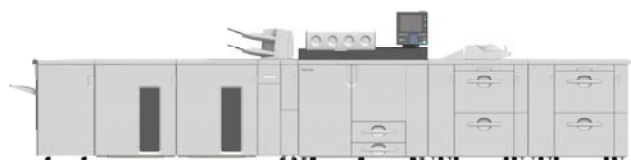
RICOH's product offerings include cut sheet and continuous forms laser and inkjet printers (both monochrome and full color) and impact line printers, along with the software, maintenance and professional services to help customers implement and all related support.

RICOH's objective is to help customers be successful through its uncompromising and continuing efforts for Coexistence, Reliability and Value Creation

## RICOH Pro C900

RICOH Pro C 900 is our first full color production printer with the speed of 90ppm.

This high-speed compact system is designed for the use in multiple operating environments with high reliability and flexibility.



- Paper loading system with air assist separation
- Active paper registration control mechanism
- Durable EP mechanism with one-way circulation of developer

These technologies support the use of a wide range of print media for digital production printing environment.

Support of a variety of finishing equipment satisfies most requirements of In-Plant/PFP and Commercial Printers with digital applications.

## InfoPrint 5000

InfoPrint 5000 is the first inkjet continuous form printer launched by InfoPrint Solutions Company, since its formation as a joint venture with IBM.



The product family utilizes Drop On Demand inkjet technology with resolution up to 720 dpi with multiple drop sizes and rated print speed of 209.9 to 419.8 feet/min (916 to 1,832 full color letter-size impressions per minute in tandem duplex mode). This product is well suited for full color Transaction/TransPromo applications, POD books and capturing pages for Service Bureaus and Direct Mail applications with water-based pigment and dye inks.

The InfoPrint's original AFP architecture drives the system with a new state of the art controller that supports PS/PDF and IPDS data stream at high speeds for mission critical applications with high level data integrity in data centers, service bureaus and commercial printers.

## Author Biography

*Osamu Namikawa received his Bachelor of Engineering in electronics from Nagoya Institute of Technology (1977). Since then he has worked in the development of High-End laser printers and the Products Strategy and Planning for Production Printing. His current work focuses to create the Product Strategy and Planning at RICOH PPBG for all group companies.*