

# PRESS RELEASE



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## **RICOH LAUNCHES PRO C720/C720s COLOR PRODUCTION SYSTEM**

*New Light Production Digital System Offers Affordable Alternative for Color Printing, Scanning, Copying and Document Storage*

**West Caldwell, NJ, January 14, 2009** – Ricoh Americas Corporation, a leading provider of digital office equipment, announced today the official launch of the RICOH<sup>®</sup> Pro C720/C720s, a production class multi-functional color system, the latest addition to Ricoh's Pro series of products, designed specifically for the production environment. This flexible system is targeted at corporate and commercial professional print environments with demanding application needs. The Pro C720/C720s has a robust duty cycle of 320,000 images per month, and runs at 72 pages-per-minute (PPM) regardless of paper weight.

The RICOH Pro C720s allows customers to complete a wide range of applications within one system. The Pro C720s offers high-resolution scanning, copying, and automated distribution to multiple destinations, including e-mail, URL, and FTP. It also allows customers to store files on a document server so you can reprint them without re-ripping the files.

Central to the operation of the RICOH Pro C720/C720s is a server-based EFI Fiery<sup>®</sup> Print controller. The Fiery platform optimizes the Pro C720/C720s with top speed, quality, 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, In-Plant Print Shops, and Central Reproduction Departments (CRDs). The Fiery controller is a standard component of the Pro C720/C720s and includes a number of value-added workflow and job automation utilities such as Fiery Graphic Arts Package, Standard Edition, EFI Hot Folders, Fiery WebTools, and more.

Additionally, the RICOH Pro C720/C720s 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 a high capacity stacker which enables longer unattended print runs, and an array of document handling and finishing options

The Pro C720/C720s is engineered to provide maximum uptime and reliability to customers in demanding print environments. It is ideal for print-for-pay shops, CRDs and other environments that need to take on more color jobs, increase revenue, and lower cost. The Pro C720/C720s incorporates Trained Customer Replacement Units (TCRU's) that enable operators to replace key components of the system, providing improved productivity. In addition, Ricoh bundles remote diagnostics, troubleshooting and online consumable ordering through the included @Remote diagnostic solution.

The Pro C720/C720s feature large capacity trays that incorporate air-assist paper feeding for sheets up to 13" x 19.2". The Pro C720/C720s handles media basis weights from 16lb bond to 110lb cover and prints at rated speed regardless of basis weight.

“With the economy still on the rebound we’re continuing to develop cost-effective solutions that help our customers improve their bottom lines. We’ve had very good customer experiences with the C900, and the Pro C720 builds on the reliability and quality of the same platform.” said Carl Joachim, vice president of Marketing for PPBG, Ricoh Americas Corporation. “We’ve made good inroads in the production color market over the past year, not only with the Pro C900, but also with our solutions and professional services that address emerging applications such as Web2Print and VDP.”

Order taking for the C720/C720S will be effective immediately, with availability scheduled for February 2010. The product will be available through US channels of distribution that include Ricoh Business Solutions, IKON and authorized independent dealers. Additional distribution within the Ricoh Americas group is planned through Ricoh Canada Limited and Ricoh Latin America.

For more information on the C720/C720s and other PPBG products and solutions, please visit [www.ricoh-usa.com/ppbg/](http://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 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.

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

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