

## PRESS RELEASE



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### **RICOH AMERICAS CORPORATION AND KODAK'S PRINT ON-DEMAND SOLUTIONS GROUP ANNOUNCE NEW PARTNERSHIP**

*Collaboration Dedicated to Developing Specially-Designed CREO Color Server to Integrate with PRO C900 Color Production System*

**West Caldwell, NJ, September 11, 2009** – [Ricoh Americas Corporation](http://www.ricoh-usa.com) announced today a strategic partnership with Kodak's Print On-Demand Solutions Group to develop a new CREO Color Server for its [Production Printing Business Group's](#) (PPBG) powerful PRO C900 color production system. Meeting the needs of print service providers in the commercial print, print-for-pay and in-plant markets, the advanced Color Controller C-80 enables Ricoh users to increase the productivity of their systems. Powered by CREO Color Server Technology, the Color Controller C-80 also provides users superior output options ensuring the creation of high-quality, professional documents.

With the introduction of Color Controller C-80, Ricoh print production customers can choose CREO Color Server Technology for workflows with open connectivity using JDF standards. The built-in JDF capabilities allow the Color Controller C-80 to seamlessly connect into industry-leading commercial print workflows, including the KODAK PRINERGY Software and AGFA :APOGEE, as well as other solutions in the web-to-print, digital workflow management, MIS

and other print production steps. As a result, users see full integration of offset and digital printing operations, faster turnaround times and reduced labor costs. Urgent jobs and proofs, for example, can be easily re-routed from offset, to a digital workflow.

“Ricoh is thrilled to partner with Kodak’s Print On-Demand Solutions with the creation of the new CREO Color Server, a solution catered to production customers,” said Carl Joachim, vice president of Marketing for PPBG, Ricoh Americas Corporation. “Our evolving collaboration will allow us to bring key workflow solutions to market for a range of digital production printers and presses.”

Ricoh users will be able to harness the power of CREO color servers through the Color Controller C-80. The new controller is one innovative solution Ricoh’s partnership with Kodak’s Print On-Demand Solutions Group will be able to provide. The technology gives Ricoh customers the ability to process even the most complex color jobs at high speeds. Its powerful built-in VDP capabilities make it easy for customers to profit from the fast-growing VDP market. With the CREO Color Server Ricoh users will have access to highly flexible tools that improve performance and make last-minute corrections quickly and easily. Additionally, the intuitive color controller helps ensure that users consistently produce high-quality color output through professional color management and color matching tools.

“We’re very happy to collaborate with Ricoh on developing a solution specifically for Pro C900 users. Our experience in Graphic Arts and commercial printing market help Ricoh to meet commercial printers needs and offer their customers end-to-end services,” said Hezy Rotman, general manager, Kodak’s Print On-Demand Solutions Group. “We see this strategic partnership with Ricoh as further acknowledgment of CREO Color Server leadership in high performance digital print workflows.”

The new Color Controller C-80, Powered by CREO Color Server Technology will be demonstrated at PRINT09 booth # #2074 (September 11-16, 2009 in Chicago, IL) and will be available starting Q4 2009. For more information on PPBG, please visit [www.ricoh-usa.com/ppbg](http://www.ricoh-usa.com/ppbg).

## **About Kodak's Print On-Demand Solutions Group**

Kodak's Print On-Demand Solutions Group develops high-performance CREO Color Servers and workflow solutions for a wide range of digital production printers and presses. CREO Color Servers offer the digital printing industry leading workflow connectivity solutions. They utilize intelligent, JDF-enabled automation of all print-production steps to help drive business performance and profit.

The group supplies CREO Color Servers to industry leaders including Canon, Hewlett-Packard, Konica Minolta, Océ, Ricoh, and Xerox Corporation.

This independent unit of Eastman Kodak Company continues to unlock the power of print on-demand to maximize customers' success in digital printing and workflow solutions.

For more information about CREO Color Servers, visit [www.creoservers.com](http://www.creoservers.com).

## **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 \$20 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](http://www.ricoh-usa.com).

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