

## Ricoh Smart Operation Panel

Outstanding Achievement  
in Innovation



# RICOH

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Ricoh's Smart Operation Panel has been recognized by BLI with an Outstanding Achievement award for Innovation. "I love what Ricoh has done with this panel," said BLI Director of Lab Testing Pete Emory. "It adds the convenience of drag-and-drop, pinch-and-flick and swipe scrolling, similar to a smartphone, but lets users familiar with Ricoh's traditional interface keep that interface if they want. That's great not only because it eliminates any learning curve, but because that interface allows users to program typical jobs in fewer button presses than any other vendor's panel—which can be a productivity-boosting time-saver in busy environments."

The new panel addresses the one downside of Ricoh's traditional layout—that it's cluttered from being packed with so many selections. It does so by adding new Quick Copy, Quick Scan and Quick Fax menus that users can choose instead of the traditional interface. The Quick menus are very streamlined and present users with most commonly used features, plus an Others button to access additional selections. "In addition, the selections are so well-labeled that programming jobs will be very intuitive," said Emory. But should users need help, the unit provides easy access to full documentation right at the panel.

An inexpensive option across most of Ricoh's line, the 10.1" Smart Operation Panel is included standard on certain configurations.

"We thank Buyers Laboratory for this award honoring our Smart Operation Panel," said Matt Sakauchi, vice president, Product Marketing, Ricoh Americas Corporation. "Its simple tablet-like functionality and ability to seamlessly connect users to our Integrated Cloud Environment (ICE) and third-party apps revolutionizes document management for today's mobile users and workforce."

## About **BLI Pick Awards**

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Twice a year with its Pick awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI's exhaustive lab tests. Its Outstanding Achievement awards acknowledge products or capabilities that stand out for attributes such as innovation, energy efficiency or value.

BLI's awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer's maximum duty cycle. BLI's durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI's lab test earns BLI's Recommended or Highly Recommended seal and a BLI Certificate of Reliability and the best performers qualify as Pick award contenders. Consequently, BLI Pick awards are hard-earned awards that buyers and IT directors can trust to better guide them in their acquisition decisions.

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