

Ricoh and Cal Poly debut first-ever Digital Literacy curriculum for commercial printing

Online, workshop and hybrid learning modules to elevate skills of franchise, commercial and student print enterprise

CHICAGO, Oct. 8, 2012 – High-end digital production printing systems have become more powerful than ever, especially in the hands of informed operators. That's why [Cal Poly](#) and [Ricoh Americas Corporation](#) today released the commercial printing industry's first Digital Literacy curriculum.

The curriculum, geared to franchise printers, commercial printers and secondary education students, was unveiled today at [Graph Expo 2012](#), which runs through tomorrow at McCormick Place South in Chicago. (Visit Ricoh in Graph Expo **Booth 2600**.) The material includes five modules for online, workshop or hybrid delivery:

- Designing for digital
- Typography
- Color use
- Personalized marketing
- Personalized print

"Ricoh has stepped up to help educate the next generation of graphic communication professionals," said Harvey Levenson, head of Cal Poly's Graphic Communication Department. "They're a partner that's committed to education and excellence in the industry, and it's rewarding to collaborate with them." Cal Poly operates one of the premier graphic communication programs in the world, having produced nearly 4,000 graduates since 1946, many of whom have become industry leaders in the graphic arts.

The curriculum is part of Cal Poly's Expressive Technologies initiative to explore the intersection of creativity and technology. In addition to state-of-the-art production printing, expressive technologies include new interactive media, printable electronics, interactive 3D systems, robotics, on-demand publishing, smart packaging and interactive arts.

As part of the relationship, Ricoh has provided a [Ricoh Pro C901 Graphic Arts Edition](#) production printer to Cal Poly's renowned student-run [University Graphic Systems](#) printing, publishing, and imaging enterprise, one of the world's foremost examples of its kind. The experiential printing company uses Ricoh production printing systems for a lot of its digital production. Ricoh is also providing a [Ricoh Pro 651EX](#) production printing system to the Cal Poly training lab for the program.

"We want Ricoh customers, now and in the future, to be the best they can be in the production printing industry," said Tim Vellek, Vice President, Production Printing Business Group, Ricoh

Americas Corporation. “As intuitive as our printers are, they are only as powerful as our customers’ ability to maximize their capabilities. We’re intent on providing offerings to our customers that further enhance the value of our world-class technology.”

To review the Cal Poly curriculum and learn about upcoming workshops throughout the U.S., contact your Ricoh [sales](#) professional.

For details on this and other Ricoh products and services, visit www.ricoh-usa.com.

| About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in more than 200 countries and regions. In the financial year ending March 2012, Ricoh Group had worldwide sales of 1,903 billion yen (approx. 23 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit
www.ricoh.com/about/

###

© 2012 Ricoh Americas Corporation. All rights reserved. All referenced product names are the trademarks of their respective companies.

Contact:

Linda Montefusco
Ricoh Americas Corporation
(973) 882-2172
linda.montefusco@ricoh-usa.com

Jill Searl
Brodeur Partners
(603) 559-5824
jsearl@brodeur.com