

Ricoh dominates PRINT® 18 RED HOT Technology awards

Each of Ricoh's submissions, and those from its subsidiary Avanti Systems, received RED HOT Technology recognitions in the program's first year

CHICAGO (PRINT 18, Booth #3011), October 1, 2018 – [Ricoh USA, Inc.](#) today announced that it, along with its subsidiary Avanti Systems, has received 12 “[RED HOT Technology](#)” awards. Spanning the Digital Presses, Marketing & Multi-channel Solutions, Sales & Management Systems and Workflow Automation Solutions categories, Ricoh's winners are RICOH Supervisor, RICOH Communications Manager, [Clickable Paper™](#), [RICOH Pro C9200 Series](#), [RICOH Pro C7200X Series](#) and [RICOH Pro VC70000](#), along with [six of Avanti's Print MIS solutions](#). The RED HOT designation, awarded by the Association for Print Technologies (APTechSM), the organizers of PRINT 18, recognizes important product and solution innovations on display at PRINT 18 that are new or significantly updated since last year. The program serves as a roadmap to “what's new” in the PRINT 18 exhibit marketplace. These Ricoh innovations will be among those on full display at PRINT 18, September 30 to October 2 in booth 3011.

“Every solution or product we launch is aimed to help our customers secure more customers and address business challenges. Each of these RED HOT Technology submissions is the direct outcome of those commitments, and we are proud to see their impact in our market is being recognized,” said John Fulena, Vice President, Commercial & Industrial Printing Business Group, Ricoh USA, Inc. “We submitted six of our newest offerings. And we are bringing home six wins. It was a clean sweep. That doesn't just feel good; it validates that we're delivering what our customers need.”

As RED HOT Technologies, these products will have distinctive “RED HOT” signs posted in Ricoh's booth 3011 for easy identification during the event, and the designation will be included in the onsite event guide directory and pre-event publicity.

From efficiency-minded software and services to disruptively flexible hardware to augmented reality, Ricoh's six RED HOT Technologies each change the game in different ways:

- RICOH Supervisor, a cloud-hosted, vendor-agnostic solution, empowers printers to accurately and quickly gather high-value data from across their operation to increase profitability and productivity. Scalable and secured, this offering collects, sorts and analyzes data from Internet of Things (IoT) endpoints and presents it in visual, intuitive, informative dashboards.

- RICOH Communications Manager, another scalable, secured, cloud-hosted platform, equips printers with a centralized, standardized access point into multiple enterprise customers' communications and surrounding information. This software-as-a-service (SaaS) platform empowers users to easily control, manage and report on digital delivery and print production channels from one central hub.
- Clickable Paper is an augmented reality, interactive solution that bridges the traditional offline-online gap. Each invisible hotspot – there's no need for QR Codes or barcodes interrupting designs – on printed material links to one or multiple sources, instantly taking readers from two-dimensional printed content to online, multi-channel content. The iOS and Android mobile apps are free to download and easy to use. Communicators can leverage near-real-time analytics and Clickable Paper's on-the-fly adaptability to make updates as often as every hour, without having to reprint materials.
- The RICOH Pro C9200 Series, sheet-fed presses that print up to 135 ppm, offers printers a competitive edge, printing on stocks up to 49 inches long (40 inches auto-duplex) and 470 gsm. The press also sets a new standard for best-in-class price performance in its category.
- The RICOH Pro C7200X Series five-color digital presses bring best-in-class price performance and predictability to the most demanding production print environments. Printing on paper lengths up to 49.6 inches and weights up to 360 gsm, the C7200X Series prints faster and more accurately than its predecessor while offering even greater media flexibility.
- The RICOH Pro VC70000 accelerates the transfer of offset print volumes to digital by delivering the production of quality applications traditionally expected from offset, such as high-end catalogs and magazines, with inkjet's signature affordability and speed. Recognized among RED HOT honorees as a Breakthrough technology Vanguard Award winner, the platform prints at speeds up to 492 ft/min, producing nearly 130,000 A4/letter impressions per hour on uncoated, offset-coated, inkjet treated or inkjet-coated papers. The VC70000 brings with it a new set of Ricoh-developed inks and Ricoh-patented dryer technology to further ease the offset transition.

“For APTech, innovation is at the core of our signature event, PRINT,” said Thayer Long, President, APTech. “We are proud to present this honor to Ricoh's Commercial & Industrial Printing Business Group and look forward to continuing to drive the industry forward together.”

For more information on Ricoh at PRINT 18, visit www.TakeALookAtRicoProduction.com or follow along and engage on [Facebook](#), [LinkedIn](#) and [Twitter](#) using #LookAtRicoh.

| About Ricoh |

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2018, Ricoh Group had worldwide sales of 2,063 billion yen (approx. 19.4 billion USD).

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

About the Association for Print Technologies (APTechSM)

The Association for Print Technologies is a purpose-driven organization dedicated to supporting the entire commercial printing value chain. We believe in helping our members maximize alignment with their value chain partners to be more effective and competitive. Printing has been vital to communication for decades; today, the digital culture has heightened our industry's complexity and reframed its relevance. Our signature event—PRINT®—answers the call by bringing the boldest and brightest innovators, influencers, and newest technology together to create connections that showcase and advance our industry. For complete information about the Association, its programs, and its member companies, visit: www.PrintTechnologies.org or phone: 703-264-7200.

###

© 2018 Ricoh USA, Inc. All rights reserved. All referenced product names are the trademarks of their respective companies.

Contacts:

John Greco
RicoH USA, Inc.
(973) 882-2023
john.greco@ricoh-usa.com

Tracey Sheehy
Breakaway Communications for Ricoh
(212) 616-6003
tsheehy@breakawaycom.com