

# 11<sup>th</sup> Annual Awards

2006

**BERTL's  
BEST**



## Innovation Award

# Ricoh Aficio 480W

Wide format printing is no longer the sole domain of the CRD or outsource supplier. A new breed of device that caters to the decentralized front office is emerging. Ricoh's Aficio 480W fits this niche perfectly offering a great bang for the buck and a design that minimizes learning and delivers maximum productivity. It has earned a coveted BERTL's Best Innovation Award.

# 2006

The Ricoh Aficio 480W may look nothing like the company's other multifunctional office products from afar, but get up close and you will start to see a large number of similarities.

The touch screen interface has a common look and feel as its ledger-capable Aficio MFP counterparts. The hard key function buttons are on the far left; the touch screen has the familiar left to right job build menu system; and the number pad and job interrupt hard keys are on the right.

While there obviously are features specific to the wide format industry, those accustomed to the Ricoh Aficio MFP series will not feel the same degree of trepidation as they might expect when first faced with the Aficio 480W.

The same can be said at the desktop with desktop utilities such as SmartDeviceMonitor and Web Image Monitor, both available to Aficio 480W users.

This commonality between office MFP and wide format is not by chance, but is part of Ricoh's philosophy behind positioning the Aficio 480W, and its sister product the Aficio 240W as front office devices that can be used by general office workers, not just back office print professionals.

The Ricoh Aficio 480W can be bought as a standalone copier, or as a multi-functional copy/printer/scanner. The device is driven by an 8D size images per minute 600 dpi engine. It comes with two rolls as standard, each capable of holding up to 49-foot rolls. Users have the option to expand paper supplies through the addition of a second dual roll unit or a dual paper cassette tray unit supporting up to 500 sheets of media up to C size.

Output can be fed either via the front or rear of the device allowing the unit to be placed against a wall for minimal footprint. The footprint is also minimized through the integrated scanner which is part of the main engine unit mounted above the print engine.

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## Innovation Award | Ricoh Aficio 480W

Walk-up users can take advantage of the extensive feature set which includes print on demand via the included Document Server, page stamping, job reservation (which lets users scan a second job into memory), and other features common to the Ricoh Aficio product line.

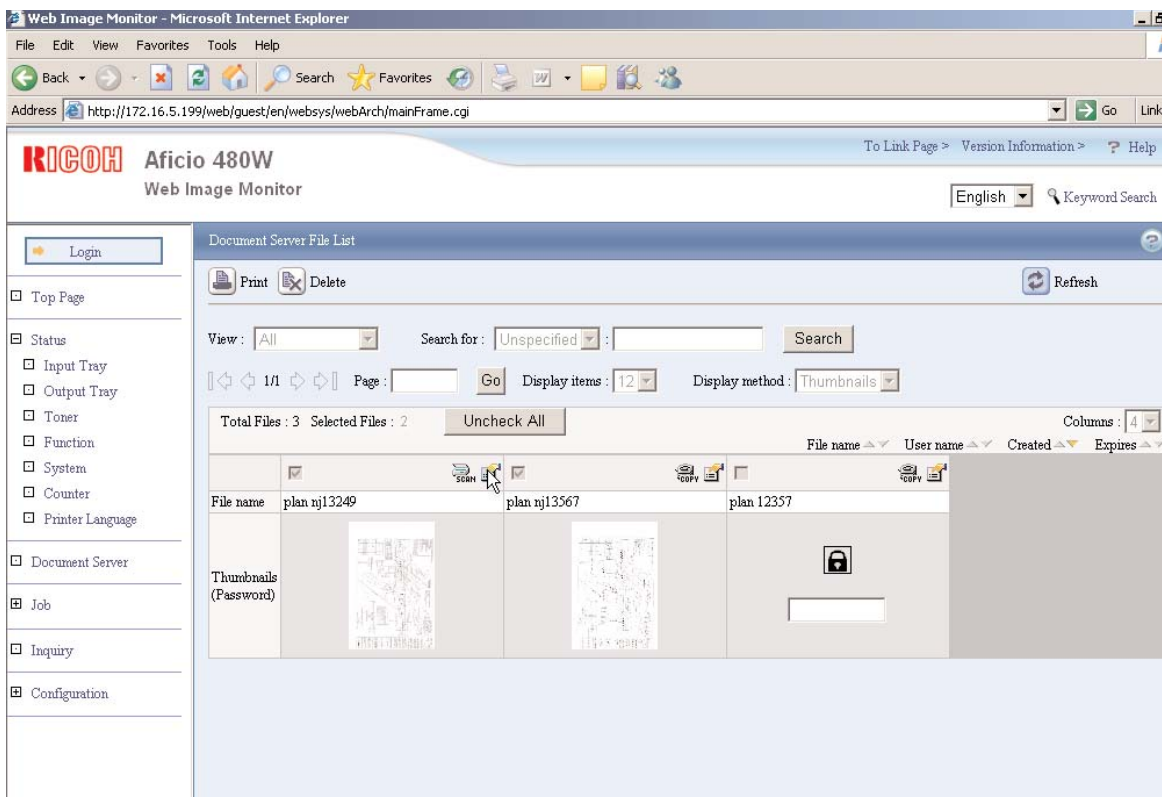
Desktop printing is facilitated via the optional RW-480 controller. The 1GHz external controller includes HP-GL2 and HDI AutoCAD drivers as standard, with PostScript as an option. With PostScript added, the device can accept direct PDF printing.

Print submission options are extensive including both internal network and remote Web submission PLOTCLIENT Web facility. Print job management is facilitated through the included PLOTBASE server-based application. PLOTBASE provides queue management, reprint on demand, job previewing, and other features that assist with the day to day management of the device from both an end user and an administrative stance.

Scanning plays an important part in many wide format environments. Legacy hard copy documents are input for archiving and disaster planning. Or wide format plans must be distributed quickly to third parties or document storage locations, utilizing the more cost effective and timely "distribute and print" approach rather than the age-old "print and distribute" philosophy.

The Ricoh Aficio 480W, like its MFP counterparts includes serverless scan to email, scan to SMB, and scan to FTP with the embedded scan option.

For those looking to take scanning to the next level, Ricoh also offers a scan upgrade module to the RW controller called ScanTool. ScanTool includes an editing feature, metadata tagging at the time of scanning plus more advanced scanning capabilities such as scan to DWF (portable AutoCAD display only files).



Ricoh's Web Image Monitor provides desktop users with flexible print-on-demand capabilities.

Security has not been forgotten on the Ricoh Aficio 480W. This important aspect to any front office device is well catered to with network authentication, print encryption; data overwrite at the hard drive just a few of the important security lock down measures that can safeguard potentially sensitive information.

Last but not least is the Ricoh Aficio 480W's ability to integrate on a higher level with other back office workflow processes. This is made possible through the device's Next Generation architecture, built on Java technology. Again, mirroring the Aficio MFP division, the Ricoh 480W can be customized with third-party applications making the device an integral part of key workflow tasks such as document archiving, one touch billing and more.

This synergy between front office processes and user needs puts the device in a class of its own and fully worthy of its 2006 BERTL's Best Innovation Award.

## Spotlight on Ricoh

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Ricoh Company Ltd. was founded on February 6, 1936 and has since become a household name within the business industry. Today, Ricoh consists of 347 companies with more than 74,000 employees organized into three major facilities:

- **Manufacturing Facilities:** In charge of OA equipment, supplies, electronic devices, printed circuit boards, electronic components, copiers, fax machines, data processing systems, etc.
- **Research and Development Facilities:** In charge of research, development, technology, manufacturing, venture capital financing, communication-related equipment, etc.
- **Overseas Sales Subsidiaries:** In charge of worldwide marketing.

Ricoh is an active player in many marketplaces around the globe, including the Americas, Europe, Africa, the Middle East, Asia, Oceania, China and Japan. Ricoh has regional headquarters in all of these areas. Ricoh acquired Lanier Worldwide Inc. in 2001.

Ricoh's research and development takes place in its own development centers. The research focus of the centers ranges from extensive research and development, to technical research, product application, product technology and environmental research.

The research and development program at Ricoh focuses on advances in imaging communications, and works with the manufacturing, sales and service operations to develop products and solutions customers need in today's business environments.

## BERTL's Best Office Awards

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### Recognizing the Best in Digital Imaging Technology and Innovation

For 11 consecutive years, BERTL has recognized the best devices and software in the digital imaging marketplace with BERTL's Best awards. Winners are selected after rigorous analysis of the hundreds of digital imaging devices, software, and management utilities in the world-wide marketplace.

This year, the awards are presented in three segments.

<b>Office Awards</b>	<b>Spring, 2006</b>
<b>Software and Solutions Awards</b>	<b>Dates to be announced</b>
<b>Production Awards</b>	<b>Dates to be announced</b>

BERTL's Best Office awards honor digital imaging and document management solutions for business offices of all sizes and vertical sectors. Imaging solutions covered by these office awards include:

<b>Digital Duplicators</b>	<b>General Office Monochrome</b>
<b>Executive Office MFPs</b>	<b>Innovation Awards</b>
<b>General Office Color</b>	<b>Software and Utilities</b>

BERTL's analysts review current product lines and new product introductions to identify the select group of devices and software that stand apart from the others.

Overall business process value is the key consideration in judging which product is BERTL's Best. BERTL analysts take the role of the end user and ask: "How well does this product work in my real-world business setting?"

BERTL combines its wide-ranging knowledge of the competitive landscape and contact with buyers about their product and supplier experiences to identify worthy products. BERTL analyzes network management utilities, concurrency and contention, print and copy productivity, image quality, return on investment, competitive advantage, accessibility, design and build quality, standard functions, modularity of design and upgrade path, installation, and more.

BERTL is 100 percent independent. It receives no funding from the industry and all product evaluations and reports are published at BERTL's own expense for its subscribers.

BERTL publishes the world's largest library of business competitive intelligence for the digital imaging market at [www.BERTL.com](http://www.BERTL.com).