

11th Annual Awards

2006

**BERTL's
BEST**



Best High Volume/Commercial Multi-Color Digital Duplicator Solution **Ricoh** **HQ9000/TC-IIR Production Printer/SeriPrinter Model 25**

The 2006 BERTL's Best award for Best High Volume/Commercial Multi-Color Digital Duplicator Solution goes to the Ricoh HQ9000/TC-IIR Production Printer/SeriPrinter Model 25. These products, in combination, stand apart from the rest of the market by offering a unique method of producing low cost, high-speed color output in high volumes without having to spend six-figure sums on a press.

2006

Digital duplicators effectively fill a market niche where large quantities of single documents must be created at low cost. This market includes schools, nonprofit groups, churches, and other organizations with limited budgets.

Not content with just these industry segments, duplicator companies are raising the bar in the quality and technology available on devices, expanding to markets outside of the cost-strapped environments and into corporate and commercial print situations.

The Ricoh Digital Duplicating Combination is a perfect example of technology opening new doors into high-production commercial environments, a market sub-segment that—until now—has been difficult for digital duplicator manufacturers to address.

The HQ9000

The Ricoh HQ9000 is the new kid on the block in this trilogy of technology pieces, replacing the successful (and former BERTL's

Best award-winning) Ricoh Priport JP8500. The HQ9000 features 600 x 600 dpi scanning and output resolution like its predecessor, and brings a wealth of new technology to the table including a faster 135 ppm engine, an improved touch screen interface for faster job build, and a new print on demand function.

It also features PostScript 3 capability, the optional LS3000R high-capacity 3,000 sheet paper feeder module, and a new ink formulation designed to provide even faster drying times and crisper output.

While the HQ9000 is impressive in its own right, it is its ability to be combined with other Ricoh products—the dual-color TC-IIR productions printer, the SeriPrinter Model 25 instant-drying module, and a variable data inkjet printer module—that make it a true production class product for high run output.

BERTL

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Best High Volume/Commercial Multi-Color Digital Duplicator Solution | Ricoh HQ9000/TC-IIR Production Printer/SeriPrinter Model 25

The TC-IIR

The TC-IIR is a dual-color single pass production printer. Once masters have been created on the HQ9000, the user moves the mastered drums into the TC-IIR. The TC-IIR then runs with the print job on its own, freeing the HQ9000 to print another job or create more masters.

With just the combination of the HQ9000 and TC-IIR, the ability to handle two print runs concurrently can double output volume (monochrome on both, or monochrome on one and two-color on the other) in very high-production environments.

The TC-IIR includes fine registration adjustment capabilities allowing users to tighten registration from master layer to layer down to 1mm accuracy. Output colors can be changed by simply swapping an existing color cylinder for another cylinder supporting a different color. Ricoh offers 16 different standard colors, and can also provide custom colors.

The SeriPrinter 25

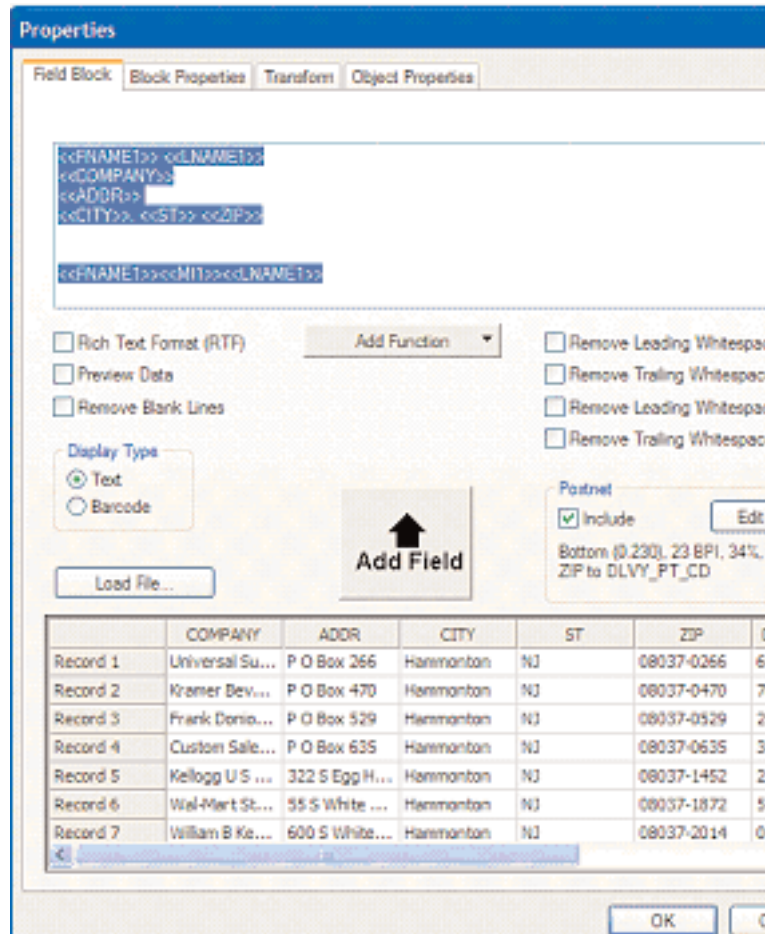
One of the downsides of multi-pass digital duplicating is the risk of ink offsetting (smudging) while new pages are output on top of just-inked pages. Ricoh has addressed this issue exceptionally well with the SeriPrinter Model 25. The SeriPrinter Model 25 connects to the paper exit tray of the device (either the HQ9000 or TC-II) and, using ultraviolet light, instantly dries even heavily-inked pages.

While the concept of drying ink in this manner is simple, the SeriPrinter Model 25 dramatically enhances the output in a digital duplicating environment. First, high-speed ink drying enables the faster, less user-intensive creation of true, four-color digital duplication printing since each output stack can be dried and immediately re-fed through other equipment to apply the next color.

Second, output from one device (the HQ9000, for example) can be dried with the SeriPrinter and fed through another device such as the TC-IIR, or any copier or printer. In environments with both output devices, production speed is increased even more since the issue of drying time is eliminated.

Third, no matter what the combination of Ricoh equipment or where the output is headed, the SeriPrinter collectively makes wet ink-related issues (smudging, registration, and other imperfections) a thing of the past.

Through this combination of features, it is now possible to produce full color output through the creation of CMYK master plates and two dual drum print runs on the TC-IIR with instant second pass capabilities through the instant-dry technology provided by the SeriPrinter Model 25.



With a minor retrofit, the SeriPrinter can incorporate inkjet heads managed by a separate controller and VDP software to customize forms, envelopes, statements, and business cards with name and address information or special messages.

The 1mm registration accuracy is obviously not tight enough to offer the same quality of output as a laser/LED or press imaging process, but for many just interested in using color as a communication vehicle, the Ricoh duplicator production combination fits the bill perfectly and is fully deserving of its 2006 BERTL's Best award.

Spotlight on Ricoh

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

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.

Office Awards	Spring, 2006
Software and Solutions Awards	Dates to be announced
Production Awards	Dates to be announced

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:

Digital Duplicators	General Office Monochrome
Executive Office MFPs	Innovation Awards
General Office Color	Software and Utilities

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.