



Ricoh Sign & Graphic Professional Services

Wayfinding Signage and RICOH Clickable Paper™ Training

Training overview

Wayfinding refers to information systems that guide people through a physical environment and enhance their understanding and experience of the space.

Wayfinding is particularly important in complex environments such as urban centers, healthcare and educational campuses, and transportation facilities. As architectural spaces become more complicated, people need visual cues such as maps, directions and symbols to guide them to their destinations. In these often high-stress environments, effective wayfinding systems contribute to a sense of well-being, safety and security.

Take standard wayfinding signage to the next level with RICOH Clickable Paper. Drive potential customers to websites, videos, collateral and more, all by simply scanning the signage with the app on your phone.

Take a **look** at Ricoh Production.

RICOH
imagine. change.

Wayfinding with RICOH Clickable Paper is designed to help you understand this constantly evolving and profitable market through hands-on training with your designers and operators.

This program focuses on common wayfinding opportunities, as well as creating unique wayfinding solutions using RICOH Clickable Paper, an exclusive interactive technology.

Training topics include:

- What is Wayfinding?
- Categories of Wayfinding Signage
- Creating Custom Wayfinding Samples
- Wayfinding Post COVID-19
- RICOH Clickable Paper
- Sales Guides

Day 1

- Explanation, identification and understanding of wayfinding signage opportunities
- Discussion of new internal and external markets
- Begin the creation process of wayfinding samples

Day 2

- Continue creating different wayfinding samples
- Generate multi-layered signage using various materials and production techniques
- Create products for product guides

Day 3

- Generate custom internal and external product guides
- RICOH Clickable Paper interface training
- Generate RICOH Clickable Paper products using wayfinding samples

We understand that no two work environments are exactly alike.



Program Benefits:



Product knowledge

Learn about a constantly growing, and essential component of the wide-format sign and graphics market. Signage not only directs and informs, but can also interact with the user.

New product offerings

Create custom wayfinding signage, utilizing a variety of materials and design elements. Combine Ricoh's exclusive interactive technology, RICOH Clickable Paper, with traditional, static signage.

Develop product brochures

Learn what resources are needed to produce signage in your local market when offering wayfinding signage.

Customer retention

Updating wayfinding signage is a proven step to enhance customers' shopping experiences and overall engagement.