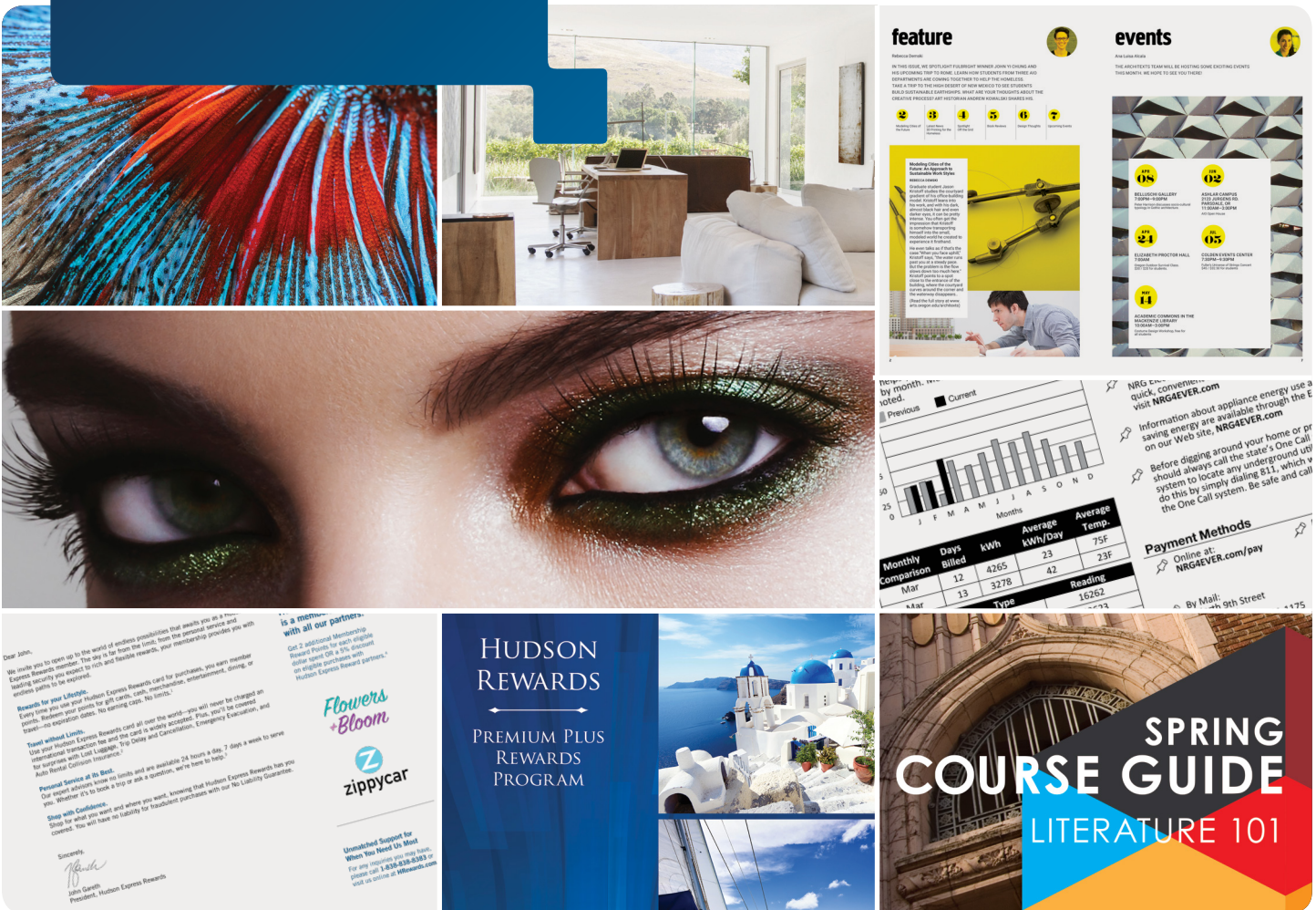


# The Ricoh Inkjet Story



Take a **look** at Ricoh Production.  
There's never been more to see.



# At Ricoh, we have deep expertise in accessing, capturing & managing information. We've always imagined change.

## **Innovation is in our DNA.**

In today's market, you need the support of a trusted partner who shares your goals and understands your vision to sustain a vibrant, healthy business. As a technology innovator, committed partner and proven leader in inkjet technologies, Ricoh is constantly thinking ahead to provide leadership, value and opportunity. We help your business thrive by focusing on profitability, efficiency, workflow innovation and document integrity.

When we started the Ricoh Production Printing Business Group in 2006, our goal was to be a driving force in 10 years. Having a game plan and sticking to it fueled our rise and generated real results for our customers. Reflecting on our strategic vision, commitment to customers, and focus on developing new areas of growth opportunity, we changed our name to the Ricoh Commercial & Industrial Printing Business Group in 2017. In 2018, we were proud to be named "The Company to Watch Out For" by attendees of the 2018 Inkjet Summit.

We are proud to offer a full portfolio of products that address the many needs of the commercial and industrial production print industry. These solutions include outstanding continuous feed inkjet hardware, software, finishing and services developed by Ricoh as well as our industry-leading, third-party partners. This all-encompassing approach enables us as a company to drive the future of digital production workflows from data capture to delivery.

As we move forward, we continue to introduce new solutions and advanced strategies to enable customers to position their businesses for a bright future. Our Take a Look at Ricoh Production campaign showcases our vision in the marketplace, highlighting the broadest range of solutions we've ever offered. Our momentum in the production print market is, in a word, unstoppable.





## feature

Rebecca Demski

IN THIS ISSUE, WE SPOTLIGHT FULBRIGHT WINNER JOHN YI CHUNG AND HIS UPCOMING TRIP TO ROME. LEARN HOW STUDENTS FROM THREE AIO DEPARTMENTS ARE COMING TOGETHER TO HELP THE HOMELESS. TAKE A TRIP TO THE HIGH DESERT OF NEW MEXICO TO SEE STUDENTS BUILD SUSTAINABLE EARTHSHIPS. WHAT ARE YOUR THOUGHTS ABOUT THE CREATIVE PROCESS? ART HISTORIAN ANDREW KOWALSKI SHARES HIS.

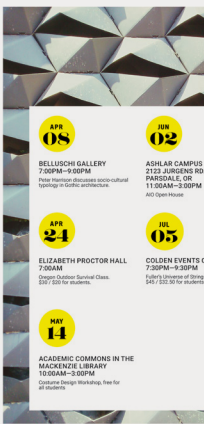
- 2 Modeling Cities of the Future
- 3 Letter Series: All Printing for the Planet
- 4 Spotlight: Off the Grid
- 5 Book Reviews
- 6 Design Thoughts
- 7 Upcoming Events



## events

Ana Luisa Alcalá

THE ARCHITEXTS TEAM WILL BE HOSTING SOME EXCITING EVENTS THIS MONTH. WE HOPE TO SEE YOU THERE!



## There's more to the Ricoh inkjet story than you know

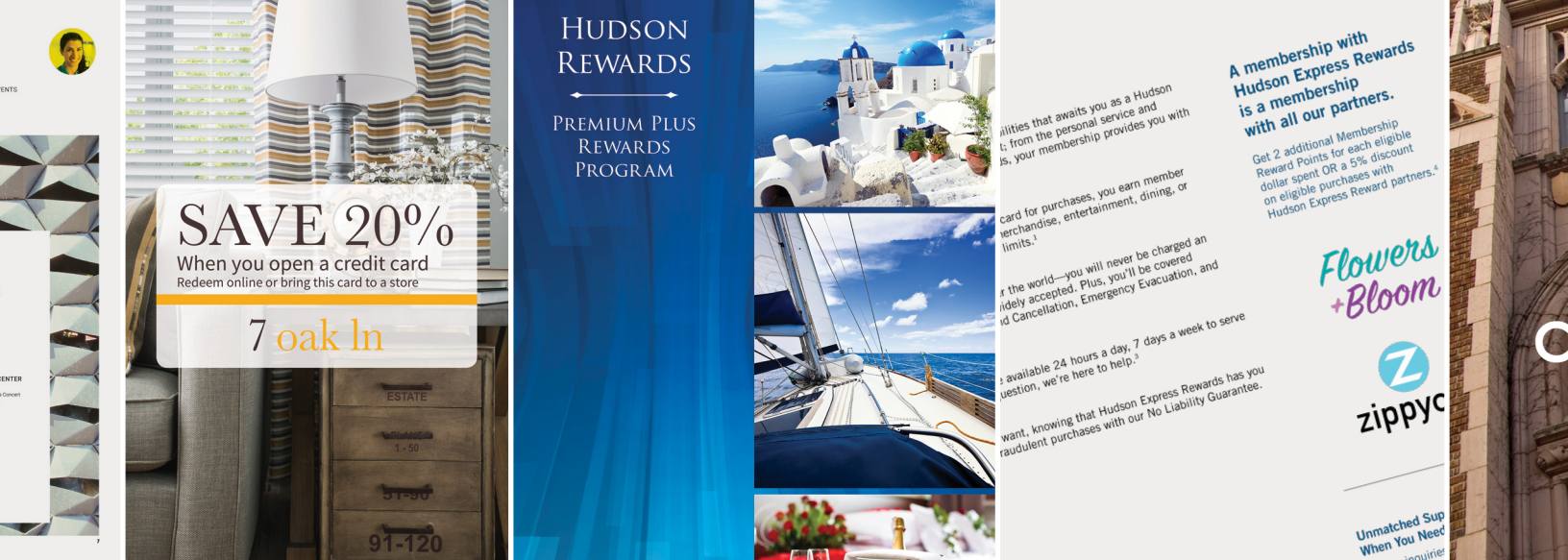
Our innovations have quietly been hard at work around you for 30+ years. You might be surprised to learn where.

### Here are a few key facts you might not know:

- **1973:** That's when Ricoh's inkjet technology development team started out, with a focus on the creation of a business inkjet printer. The aim was to design one that was fast, supported plain paper printing and operated at low cost per page. Their work led to the development of a bi-pitch laminated piezo actuator.
- **An OEM Leader:** While it may have started with solutions for office products, the shift to production printing and industrial applications was swift. In fact, Ricoh has been producing and supplying the inkjet heads used by leading production printing equipment manufacturers for decades, including some of today's leading wide-format manufacturers. You may be more familiar with our inkjet heads than you realize, or be surprised to hear that we are one of the top five inkjet printhead manufacturers in the world.
- **The InfoPrint 5000:** Yes, the system that launched mainstream continuous feed inkjet printing is another result of Ricoh innovation. The system was developed as a joint venture between IBM Printing Systems Division and Ricoh, dubbed the InfoPrint Solutions Company. Launched in 2007, plans for Ricoh to fully acquire all of IBM's output solutions and production printing would come to fruition over the following three years.
- **The RICOH Pro VC60000 & Pro VC40000:** The first fully-branded Ricoh continuous feed inkjet systems demonstrate the advancement and evolution of our core technologies, and our commitment to delivering solutions based on customer feedback and real-world needs. Designed to help bring the efficiency and power of inkjet to a greater range of printing applications, these systems are helping customers realize new revenue opportunities, streamline costs and position themselves as leaders in the marketplace.

In short, Ricoh has been at the forefront of the continuous feed inkjet printing market for as long as there has been a market.

**RICOH**  
imagine. change.



## The future for Ricoh inkjet technology is bright

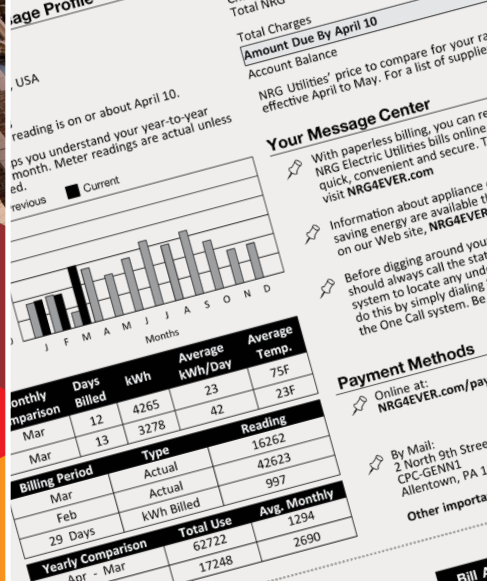
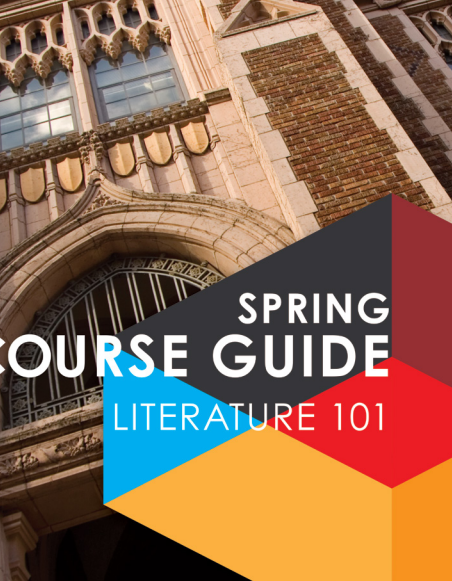
Our vision is to become the leading innovator and top partner in the inkjet industry while creating increasing value for our customers and new business opportunities for you.

### Here's how we're bringing that vision to life:

- The new RICOH Pro VC70000 Continuous Feed Inkjet redefines what's possible when it comes to quality, speed and media flexibility. New proprietary inks and innovative drying technologies make this system an attractive business model for any print provider looking to add powerful new digital capabilities.
- As part of our aim to become the top manufacturer of inkjet heads, we are currently accelerating our efforts to commercialize and mass-produce thin-film piezo print heads that provide excellent ink support, durability and image quality, as well as a range of other initiatives in technological innovation.
- We are currently developing highly safe, functional inks that customers can rely on for a variety of different applications as part of our drive to become the market leader in heads and inks that address comprehensive needs in all inkjet applications.
- Ricoh is committed to providing new systems and services based on inkjet technologies that will allow our customers to revolutionize their business processes. Our goal is to create and maximize value for our customers and thereby help grow our customers' businesses.
- We partner with our customers to drive innovation even further, encouraging open dialogue between the users of our technology and the people who develop it. Through community, customer and industry-minded events we foster conversations aimed at delivering superior business results for you, while allowing Ricoh product designers to gain direct, valuable insights.
- Ricoh is an active and vocal advocate for the printing industry. By educating our customers and helping them promote their capabilities, we stay committed to advancing the growth of the printing industry, our customers and partners.

Our customers and partners are relying on us to provide market leadership. There is no greater motivation that drives us day in, and day out.





## Ricoh's Consultative Approach

Across industries and enterprises, we add greater value to the customer relationship through our portfolio of results-driven Services and Solutions.

**Discover how our unique, hands-on approach can make a measurable difference for your printing organization.**

In addition to providing the most innovative continuous feed inkjet printing hardware, Ricoh looks at the breadth of your business in order to help you achieve your goals.



A customer-centric framework to maximize return on investment.

Our focus on Print Productivity, Business Efficiency and Marketing Creativity help define the path of assessment and discovery within your organization. We consult to work through questions and objectives, and analyze data with an unbiased perspective to recommend the best solutions. Our experts can then implement those solutions without tying up your valuable resources and help you manage them for the long term.

Your ROI is constantly at the core of our recommendations, actions and philosophy of partnership.

## A close-up, high-contrast photograph of a textured surface, possibly a book cover or endpaper. The image features vibrant red and blue colors with a diagonal pattern of ridges and grooves, creating a strong sense of depth and texture. The lighting is dramatic, highlighting the ridges and casting deep shadows in the grooves.

[illegible]