

# Product Information Guide

IM C2000(A), IM C2500(A),  
IM C3000(A), IM C3500(A),  
IM C4500(A), IM C5500(A),  
IM C6000



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# Introduction



## About this guide

This product information guide provides you with an overall presentation of the Ricoh A3 colour intelligent devices, IM C2000(A), IM C2500(A), IM C3000(A), IM C3500(A), IM C4500(A), IM C5500(A), and IM C6000. It's a reference tool for sales managers and salespeople who sell these devices.

This handbook includes a high level description of the new and enhanced features of these MFPs, key selling points, and a snapshot of market trends.

**Disclaimer:** The information in this product information guide is valid on the date of publication, January 2019.



# Product overview



### Product snapshot

The IM C2000(A), IM C2500(A), IM C3000(A), IM C3500(A), IM C4500(A), IM C5500(A), and IM C6000 are A3 colour MFPs. They provide copy speeds from 20 copies per minute (cpm) to 60 cpm.

Powered by an advanced GWNX controller and Intel processors for superior performance, these MFPs provide copy, print, and scan functionality as standard. Fax is available as an option.

These devices feature a new naming convention, where IM stands for 'Intelligent MFP'. This reflects the new focus on delivering continuous new value to customers via the Dynamic Workplace Intelligence (DWI) concept, which comprises the RICOH Always Current Technology platform, RICOH Intelligent Support tools, RICOH Smart Integration (RSI) platform, and the latest controller features.

The MFPs come standard with a 10.1" Smart Operation Panel that has been updated to be more intuitive, more user-friendly, and more responsive to user commands.

PostScript 3 and PDF Direct Emulation as standard provide cost-effective print performance for general office environments while support for 300 g/m<sup>2</sup> paper, banner size media, and Globally Harmonised System of Classification and Labelling of Chemicals (GHS) label printing enable a wide range of output to be produced in-house.

Additionally, the devices support a range of optional accessories for specific workflows, including a small paper tray and double feed detection option for the SPDF, and finishers that allow customers to conveniently produce flat fold and stapleless booklets.

The IM C3000(A), IM C3500(A), IM C4500(A), IM C5500(A) and IM C6000 can be upgraded with advanced print and scan functions by adding the optional EFI Fiery E-25C colour controller.

Up to 60 cpm

10.1" Smart Operation Panel

Continuous feature updates

RICOH Intelligent Support tools

Comprehensive options



### New and enhanced features

In addition to existing features like PostScript 3 and PDF Direct Emulation as standard, fast recovery time with the Human Detection Sensor, banner paper size printing, optional hybrid staple/stapleless finisher, and stellar environmental performance, these new devices provide a range of new and enhanced features.

### RICOH Always Current Technology

The RICOH Always Current Technology platform is the main pillar of the company's Dynamic Workplace Intelligence (DWI) value proposition for customers, which also includes RICOH Smart Integration (RSI), RICOH Intelligent Support, and advanced hardware and controller features.

With work styles and technology evolving so rapidly, our customers are asking us for more frequent improvements—functions they would like to see added and ways devices can be enhanced to make them more user-friendly.

Now, with RICOH Always Current Technology, we can respond rapidly via regular downloadable updates, ensuring our customers' devices remain agile and meet their ever-changing business needs.

And, in the essence of responsive design, we will continue to add functionality that is specific to varying industries and business workflows. Customers can optimise their operations by selecting functions which match their requirements.

But most importantly, with security one of the major concerns in businesses these days, customers can have peace of mind that their devices are always protected with the latest security features.

Regardless of when a device is purchased, if it supports RICOH Always Current Technology, it is always kept up to date with the latest features and functionality.

### RICOH Intelligent Support

When customers need help operating these new devices, our latest RICOH Intelligent Support capabilities will give them the support quickly when they need it.

The latest RICOH Intelligent Support tools such as RemoteConnect Support allows our support specialists to remotely access devices to apply corrective measures and minimise downtime.

They can also remotely operate the Smart Operation Panel and guide customers in real-time on how to use the device.



IT managers at large enterprises can use the intuitive Remote Panel Operation tool to access their fleet of devices from a web browser and provide user support easily and resolve issues quickly over the company network.

Web-help and How-to-Videos are also accessible from the Smart Operation Panel, helping customers to complete simple tasks like toner replacement quickly and easily.

These MFPs will also periodically check for and download the latest firmware from the server and then automatically update themselves with the latest version of the Automatic Remote Firmware Update (ARFU) tool.

The Advanced Remote Mobile System (ARMS) tool displays device information, toner status, parts status, and error history based on data from @Remote. ARMS increases field service efficiency and customer satisfaction by improving the ratios for call avoidance, repeat call, and reschedule call.

Lastly, the RICOH Quick Migration Tool helps transfer all device data (SP settings, address book, document server images, and so on) to a new device via a cloud service or directly from a customer's storage device.

**Note:** Contact your local sales company for a full list of RICOH Intelligent Support initiatives available in your market.

## RICOH Smart Integration (RSI)

RICOH Smart Integration enables customers to integrate their cloud with the Ricoh MFP, improving their everyday document workflows. Easy-to-use apps connect the MFP to popular third party cloud services, so that important information becomes instantly accessible, ready to use and share.

Essential features, such as scan to email, scan to cloud storage with OCR, and serverless print, are instantly accessible from the MFP, as RSI is cloud-based with no costly installation or engineer visit required. Customers undergoing digital transformation will be able to get more from their MFP, working faster, smarter and more cost-effectively.

RSI apps are single-purpose, for smaller customers and specific industries where use of less than 10 MFPs is common. Larger customers and sites with more MFPs should purchase more advanced server-based solutions from Ricoh, such as Streamline NX and Equitrac/PCC.

The RSI apps portfolio is growing rapidly. New apps packages and workflow integrations will be completed by Ricoh's committed team of developers. Make sure you look out for these!



## Improved Smart Operation Panel

These devices come with an improved 10.1" Smart Operation Panel that provides a host of new features and enhancements for better usability and user comfort.

Among the main improvements is a bezel-less flat screen design that makes the edge of the display area flush with the rest of the screen. This makes it easier for users to press the soft keys that are located at the edge of screen.

Additionally, the Near Field Communication (NFC) tag is now embedded in the panel, ensuring an even surface across the entire operation panel for improved touch operation.

The flick sensitivity has also been optimised, dramatically increasing how fast the panel responds to a user's touch compared with the previous version.

Additionally, the Home screen has been revamped with icons that can be enlarged, while the Copy, Scan, and Fax UI have a new top screen button layout for better visibility of frequently-used functions.

Almost all the application user interface (UI), including User Tools (available from Always Current Technology v1.1), Address Book Management, and Error Screen are also Android native to provide consistent operability across multiple Ricoh devices—once you've learned to use one device, you can use them all.

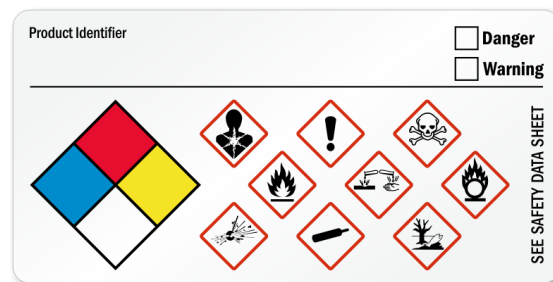
Lastly, the new Smart Operation Panel has a larger tilt angle of 65 degrees compared with 45 degrees in the predecessor devices, further making these devices more comfortable to operate by any user.



## GHS label printing

GHS labels are used to communicate information on the hazards of a specific chemical and are usually represented as red and black pictograms (graphic symbols).

GHS label printing support allows us to target chemical manufacturers, importers, and distributors.



Not only do these new devices allow customers to print full colour GHS labels in high resolution, they can print entire chemical labels in seconds, including company logo, primary display panel graphics, GHS symbols, barcode, and serialisations.

High-resolution, full-colour labels will enhance your customer's reputation as a responsible manufacturer and stand out over their competitors.

In addition to enhancing brand recognition, customers can use these devices to gain full control of their production line and manage total printing costs with ease by printing each unique label on-demand.

**Note:** GHS label printing certification to be added after product launch.

## Shiny Materials Mode

While office MFPs can scan most documents without a hitch, there are some surfaces that are more challenging to scan. These include shiny and transparent surfaces such as jewellery and watches.

The new Shiny Materials Mode, which is available in the Smart Copy and Smart Scan apps, allows users to scan shiny and reflective materials with better results.

It works by adjusting the optical scanner's light intensity to compensate for the object's surface characteristics. This reduces the white lines caused by light reflected off metal and shiny surfaces.

## product overview

This feature is targeted at jewellery shops and wholesalers where sales representatives need to show clients copies of jewellery as a sample.

Additionally, it is beneficial to real estate agencies who need to store scanned copies of property keys for their records.



### New options for SPDF

These devices support two new options for the SPDF—the Small paper feeding unit Type M37 and Double feed detection unit Type M37—to meet the needs of vertical market customers.

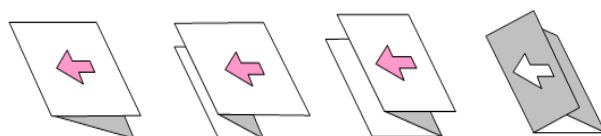
The Small paper feeding unit is ideal for any customer who wants to scan small size documents such as bank cheques and application slips.

Meanwhile, the Double sided detection unit is a useful option for customers, such as law firms or print shops, who frequently scan documents with a large number of pages.

### Internal multi-folding unit option

The new Internal multi-folding unit FD3010 option allows customers to create professional looking output with four paper folding pattern options—Z-fold, half-fold, inner tri-fold, and outer tri-fold—without adding to the MFP's footprint.

This compact and space-saving internal option is ideal for retail, real estate, and other customers who want to create flyers, leaflets, bulletins, and other marketing documents in-house.



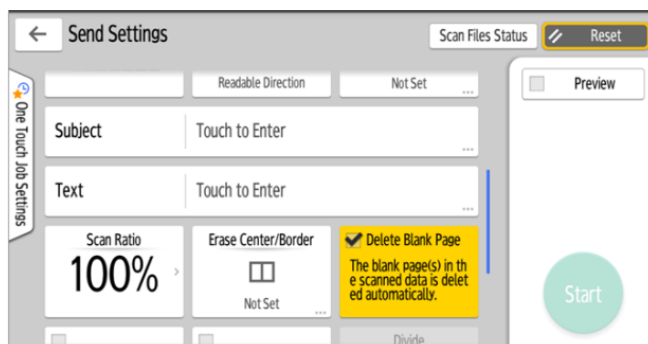
Folding options (l to r): Half-fold, Z-fold, outer tri-fold, inner tri-fold

## Blank page removal

These MFPs are able to detect blank pages in scanned original documents and not print them, thus eliminating unnecessary printing and time spent having to check for blank pages before printing.

While this feature was available in the previous devices, the optional OCR unit was required. The feature now comes as standard in these new devices.

It is ideal for customers who frequently scan mixed documents with single- and double-sided pages.

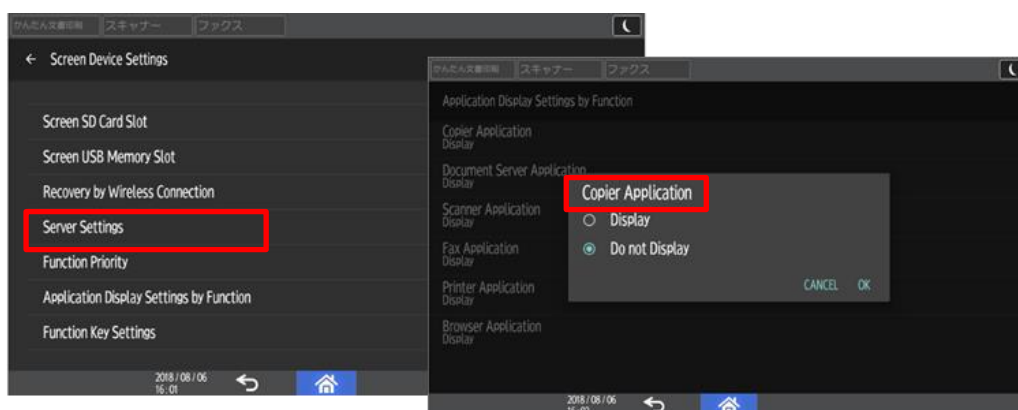


## Restrict Application Function

This feature allows customers display or hide certain application icons on the Home screen, as well as to show or hide specific functions in individual applications.

For example, certain features within apps, such as Print from USB, can be hidden from users. This can be done via Smart Operation Panel user settings or Web Image Monitor.

This feature gives customers greater control over device usage based on company policies, such as limiting the use of colour scanning to reduce network traffic, or limiting colour output to save cost.



## Key selling points

### Excellent performance

These devices boast our very latest printing technologies to deliver excellent all-round performance and the best quality output for professional and general office purposes every time. Customers can depend on these key features to meet their requirements for outstanding productivity and performance:

- ▶ Advanced GWNX controller
- ▶ 20, 25, 30, 35, 45, 55, and 60 ppm models share the same advanced features
- ▶ Powered by fast Intel processors
- ▶ PostScript 3 and PDF Direct Emulation as standard
- ▶ Quick recovery times with Human Detection Sensor
- ▶ Faster scanning speed compared with predecessor devices (SPDF models)
- ▶ Standard banner paper printing up to 1,260 mm long
- ▶ GHS label printing
- ▶ Support for 52–300 g/m<sup>2</sup> paper
- ▶ Shiny Materials Mode
- ▶ Maximum input capacity of 4,700 sheets (2,300 sheets with the IM C2000(A) and IM C2500(A))
- ▶ Searchable PDF support with optional OCR unit



**Note:** GHS label printing certification to be added after product launch.

### Smart operation

These A3 colour intelligent devices deliver much more than excellent print results—they're the hub of your customer's document management workflow. They harness the very latest in digital and mobile technology as well as RICOH Intelligent Support capabilities to keep your customers ahead of the competition—now and in the future. These features include:

- ▶ Periodic feature upgrades via RICOH Always Current Technology that future-proofs customers' investment
- ▶ Collaboration with RICOH Smart Integration platform

- ▶ Connection to external cloud services such as Google Cloud Print
- ▶ A wide range of RICOH Intelligent Support tools, including RemoteConnect Support, Smart Assist web help, Remote Operation Panel, and more
- ▶ Upgraded 10.1" Smart Operation Panel with revamped UI and faster response speed
- ▶ Embedded Smart UI apps
- ▶ Application Site repository of downloadable apps for Smart Operation Panel
- ▶ Smart Device Connector app for seamless connectivity with mobile devices

### Quiet and eco-friendly

These devices are ideal for customers who are looking to make an environmentally sound choice and to minimise their carbon footprint. They are the latest in our long line of offerings that represent our commitment to minimising the environmental impact of our devices and workflow via these features:

- ▶ Quiet operation for office environment comfort
- ▶ Low heat emission
- ▶ One of the lowest Typical Electricity Consumption (TEC) in the industry
- ▶ Low full system and operating power consumption
- ▶ Auto Off and Energy Saver timers lowers power consumption when device is inactive
- ▶ Finishers with anti-vibration system and noise absorbing materials

### Comprehensive options

The range of versatile finishing and paper tray options available with these devices enable customers to add a professional-grade touch to printed materials while saving time, streamlining workflows, and reducing outsourcing expenses. The comprehensive options include:

- ▶ Small paper tray and double feed detection kits for SPDF
- ▶ Internal multi-folding unit with four types of folding (not available with IM C2000(A) and IM C2500(A))
- ▶ Automatic staple and staple-free finishing options
- ▶ Improved stacking quality and minimised curling
- ▶ Fiery E-25C controller for professional-level colour control (not available with IM C2000(A) and IM C2500(A))



## Best-in-class security

Security is in the DNA of our entire digital workplace portfolio, and these intelligent devices embody our deep commitment to protecting businesses from security risk. Importantly, Ricoh enables secure access to data while ensuring that security features and products don't hinder business innovation, functionality, or productivity. Your customer can focus on their core business, knowing their data is safe with these features:

- ▶ Proprietary operating system limits specific threats that target those that use more common machine languages
- ▶ Locked print output and ability to append security information to every document
- ▶ Card authentication prevents sensitive documents from being viewed, copied, or sent by unauthorised users
- ▶ Data Overwrite Security System (DOSS) overwrites the areas of the hard drive used for image processing after each print, copy, scan, or fax job
- ▶ Conformity with a range of industry security standards such as IEEE 2600 and ISO 27001
- ▶ Device end-of-life services remove business-critical and other identifiable data to protect customer confidentiality

# Market snapshot



**RICOH**  
imagine. change.

## Market trends

According to International Data Corporation research, the worldwide demand for A3 colour MFPs is still growing, albeit at a slower Compound Annual Growth Rate (CAGR) of 4.4% from 2013 to 2017.

Europe recorded a similar CAGR of 4.4% in the same timeframe.

In terms of market share up to Q2 2018, Ricoh held the number 1 spot with an 18.9% share ahead of Konica Minolta (18.6%), Canon (18%), and Kyocera (12.3%).

## Launch objectives

Rapidly changing technology and customer trends in the digital office equipment environment are challenging us to find new ways to remain competitive.

While customers in the past were content with waiting for a new product launch or the end of a contract to access new features, they now prefer to have on-demand access to the latest features, enhancements, and upgrades as they become available.

We recognise this trend and that's why we're changing the way we make controller feature upgrades, new solutions, and services available to customers.

These new generation A3 colour intelligent devices are made to empower digital workplaces using a combination of innovative technology and services that will enable our customers to work smarter and get the most out of their investment.



# benefits

The following are the launch objectives of these new devices.

► **Increase Machines In Field (MIF)/Total Document Volume (TDV) and maintain selling prices via:**

- Continuous controller feature upgrades via RICOH Always Current Technology
- Workflow applications for various types of customers through the RSI platform
- New options such as the small paper feeding tray, double feed detection unit and internal multi-folding unit to address specific vertical market workflows
- Support for GHS label printing

► **Create new source of profit via:**

- New charging process for RICOH Always Current Technology basic and enhanced feature update
- Document workflow solutions and apps via the RSI platform

► **Increase customer satisfaction via:**

- New 10.1" Smart Operation Panel with improved UI
- Highly enhanced usability and performance
- Stable operation and reduced downtime with Ricoh Intelligent Support tools

Note: GHS label printing certification to be added after product launch





# FAQs



## Frequently asked questions (FAQs)

The section includes selected FAQs related to the products presented in this document.

**Q: What are the main differences from the previous devices?**

A: The biggest difference in the new devices is the introduction of the Dynamic Workplace Intelligence (DWI) concept, which encompasses the RICOH Always Current Technology platform, RICOH Intelligent Support tools, RICOH Smart Integration (RSI) services support, and the latest generation controller features. Together, this suite of features enables customers to keep their device up to date with on-demand feature upgrades without having to buy a new device, maximise device uptime, and add software solutions and cloud services to optimise their document management workflows. These devices come with a new Smart Operation Panel with a bezel-less flat screen design, improved response speed, and revamped UI. Also available are new paper handling options such as an internal multi-folding unit, small paper feeding unit for the SPDF, and support for GHS label printing. Additionally, there are some minor changes to the scanning speed, feature sets, and support for the latest network operating systems. Apart from these, most operational aspects remain unchanged.

**Note:** GHS label printing certification to be added after product launch.

**Q: What are the main highlights of the new Internal multi-folding unit FD3010 and which type of customer would benefit from it?**

A: This option can be used to create professional-looking output with four paper folding patterns—Z-fold, half-fold, inner tri-fold, and outer tri-fold.

This compact and space-saving internal option doesn't add to the MFP's footprint, making it perfect for offices with space constraints. It is ideal for retail, real estate, and other customers who want to create flyers, leaflets, bulletins, and other marketing documents in-house.

**Q: Do all models support the Internal multi-folding unit FD3010?**

A: No, the IM C2000 and IM C2500 can't be configured with this space-saving finishing option.

**Q: Why would my customer need the Small paper feeding unit Type M37 option?**

When scanning small size documents via the SPDF, the paper can sometimes shift during its route through the paper path, resulting in skewed images. The small paper feeding unit delivers more reliable small paper size feeding through the use of guide plates to keep the document properly aligned during the entire feeding process. This option is ideal for customers who scan small size documents such as bank cheques and application slips.

**Q: What is the Page Keeper Type M37 option?**

A: The Page Keeper is a Double feed detection unit that prevents more than one page from being scanned at a time. This option is a useful for customers, such as law firms or print shops, who require accuracy when scanning documents with a large number of pages at once.

**Q: What is GHS label printing?**

A: GHS labels are used to inform workers about the hazards of specific chemicals and how to handle them safely. The information is usually represented as red and black pictograms (graphic symbols).

These devices' support for GHS label printing allows us to target manufacturers, importers, suppliers, and end users of hazardous chemicals.

**Note:** GHS label printing certification to be added after product launch.

**Q. How do the hybrid finishers bind pages without staples?**

A. The hybrid internal and console finishers use pressure and two small rows of interlaced steel teeth to "bite" or stitch the pages together. The maximum number of stapleless page binding is 5 sheets.

**Q: What is Shiny Materials Mode?**

A: The Shiny Materials Mode allows users to scan shiny and reflective materials, such as jewellery and watches, with better results.

It works by adjusting the optical scanner's light intensity to compensate for the object's surface characteristics. This reduces the white lines caused by light reflected off metal and shiny surfaces in the final output.



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