

AC104

Sales Information Guide



DIGITAL TECHNOLOGY

DESKTOP DESIGN

EASY CONNECTIVITY



RICOH[®]

Ricoh AC104

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Ricoh AC104

INTRODUCTION

The affordable Ricoh AC104 is a high-performance four-in-one multifunctional product that offers flatbed and sheetfed *digital copying*, Super G3 33.6 Kbps *faxing*, fast 17-page-per-minute laser *printing* and TWAIN-compliant *color scanning* – all standard. As an all-in-one, the stylish Ricoh AC104 puts all of the productivity-enhancing tools of an efficient, reliable imaging and communications center at your customer's fingertips.

Designed for the growing Segment 1 market, the expertly engineered Ricoh AC104 is ideal for any small office, workgroup or individual seeking a compact, versatile digital copier – one that also provides desktop fax, print and scan convenience. The space-saving Ricoh AC104 is designed to simplify daily office tasks with an intuitive control panel, user-friendly interface and easy plug-and-play set up, making end-user installation a snap. A single, easy-to-replace consumable and accessible, front-loading paper tray also take the worry out of routine maintenance.



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SEGMENT ONE DECISION MAKERS

You should be cognizant of general business needs that decision-makers in the Segment 1 market must fulfill when equipping their offices. These decision makers – anyone from the small business office manager to the purchasing agent within a large organization – are motivated by the same buying criteria. Specifically, he or she must...

- Provide multifunctional solutions that meet cost efficiency requirements, yet are powerful enough to address varied application needs.
- Remain competitive, as they are under increasing pressure to boost productivity, while often working with fewer resources.

In short, your prospects are looking for solutions that will **save money**, **save time**, and **improve productivity**. With the Ricoh AC104, your Segment 1 prospects will benefit from all of the above. Here's how...

How the Ricoh AC104 Saves Money...

- ◆ The purchase of one multifunctional system **costs less** than the purchase of separate devices.
- ◆ One multifunctional system **consolidates consumables**, eliminating the need to purchase and stock supply items for separate devices.
- ◆ One system - with just one power source - considerably **reduces electricity costs**.
- ◆ With **standard Group 3 fax** capabilities, the Ricoh AC104 eliminates the need for costly overnight delivery services and reduces long distance fax charges.
- ◆ An overall design philosophy that emphasizes cost-efficiency means the Ricoh AC104 user will benefit from a **low total cost of ownership (TCO)**.



All-in-One Toner Cartridge

How the Ricoh AC104 Saves Time...

- ◆ A **compact design** and low operating noise level, enable the Ricoh AC104 to sit comfortably on the desktop, which brings the user closer to the point of document production and distribution, i.e., no time is wasted traveling to and from different input/output devices.
- ◆ Users **learn one system**, versus separate copy/print/scan/fax devices, saving time by shortening the learning curve.
- ◆ **Routine maintenance is fast** and simple with the Ricoh AC104's All-in-One Toner Cartridge.
- ◆ **Plug-and-play** design streamlines the system setup process, getting the user up and running in minutes.

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How the Ricoh AC104 Increases Productivity...

- ◆ **Digital technology** capabilities, such as Scan Once Print Many, a 30-sheet Automatic Document Feeder (ADF), 8-second-per-page Fax Quick Scan, Super G3 33.6 Kbps Fax Modem and Electronic Sorting – which eliminates the need for users to manually collate document sets – offers significant productivity advantages when compared to analog systems.
- ◆ A system that is **easy to operate**, the Ricoh AC104 offers only the features that Segment 1 users need.
- ◆ A **user-friendly interface** features a 2-line x 16-character LCD (Liquid Crystal Display) with intuitive prompts to simplify tasks.
- ◆ The **versatile Printer/Scanner Driver Type 101** (supplied on CD-ROM) puts a wide variety of printing options at the user's fingertips, such as Watermarks, Overlays, Poster Print, Reduce/Enlarge, N-up, Toner Save Mode and Favorites (saves settings for future use).



User Friendly Control Panel

WHY IS RICOH INTRODUCING A NEW, LOW VOLUME SEGMENT ONE PRODUCT?

You need a new product line in order to...

- ◆ Protect the total document volume within your accounts.
- ◆ Compete with retail class products from Hewlett Packard, Brother, Canon and others who are taking your business by invading your accounts and taking page volume from copier multifunctional products.
- ◆ Capture more major account business and help you increase your market coverage.

What's In It for You?

The successful Ricoh AC104 placement has two winners... your prospect and you. For you, AC104 offers...

- ◆ An affordable system for introducing digital imaging solutions to competitive accounts. Once you're in the door, you can look for additional MFP, copier, printer, scanner and fax placement opportunities.
- ◆ An all-in-one that enables you to capture more clicks, ensuring an aftermarket revenue stream.
- ◆ A turnkey solution for the Segment 1 prospect that is easy to learn and sell, for experienced and new sales professionals.
- ◆ A stepping stone to Segments 2, 3, 4, 5 or 6, so you want to cultivate these customers, ensuring they become loyal to you and the Ricoh brand name.
- ◆ Aggressively priced so prospects can make quick purchasing decisions, which means you can secure more sales in a shorter period of time.

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SEGMENT ONE COPIER MARKET

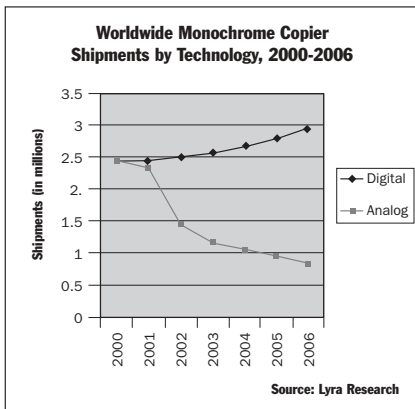
The Segment 1 market is defined as low-volume systems with output speeds of 11 to 20 pages per minute (ppm). Copiers that run at 10-ppm or less fall into the Personal Copier segment. So, at 17-ppm, the Ricoh AC104 is categorized as a Segment 1 copier-based multifunctional peripheral (MFP). Within this segment, you typically find the following types of input and output devices:

Segment 1 Device	Platen/ADF Characteristics
Analog Copiers	<ul style="list-style-type: none">◆ Always platen-based◆ ADF may be standard or optional
Copier-based MFPs (digital)	<ul style="list-style-type: none">◆ Always platen-based◆ ADF may be standard or optional
Fax-based MFPs (digital)	<ul style="list-style-type: none">◆ May have standard platen◆ Always ADF - based
Printer-based MFPs (digital)	<ul style="list-style-type: none">◆ No platen◆ ADF may be standard or optional

The ideal Segment 1 MFP has a platen for copying bound originals (books, catalogs, 3D objects, and small originals, such as receipts, credit cards, insurance cards) *and* an Automatic Document Feeder (ADF) for unattended copying of multi-page originals. The Ricoh AC104 offers both flatbed and sheetfed capabilities, thus can easily handle a variety of copying applications, while boosting productivity with robust print, color scan and fax features.

Market Trends

The chart on the right illustrates, shipments of digital copiers surpassed analog copier shipments in 2000, with analog placements showing a rapid decline through 2006. This clearly illustrates that digital copier sales are one of the leading growth segments in the office equipment marketplace.



PRODUCT POSITIONING/ TARGET ENVIRONMENTS

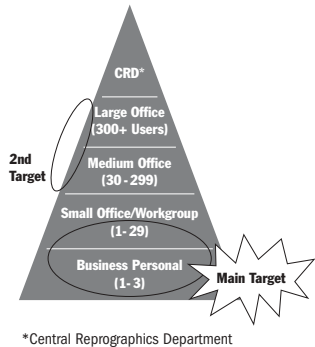
Ricoh has identified those environments that are typically transitioning from older analog copiers, slower outdated single-function systems and first-generation MFPs, specifically offices that are most receptive to the speed and versatility of an all-in-one digital system...

1. Small offices, businesses, workgroups and business-personal environments.

- Target: 1 to 3 users.
- Highlight...
 - ◆ Compact size and quiet operation
 - ◆ User-friendly digital copying (flatbed & sheetfed)
 - ◆ Legal-size paper handling from ADF, letter-size from platen or ADF
 - ◆ 17-ppm laser printer
 - ◆ USB1.1 and IEEE1284 parallel ports (standard)
 - ◆ TWAIN color scanning (standard)
 - ◆ 33.6 Kbps Group 3 fax (standard)

2. Mid- to large-size office environments as a business-personal MFP.

- Target: 1 to 3 users.
- Highlight...
 - ◆ Desktop operation that brings the user closer to the point of document production
 - ◆ Scan Once, Print Many technology means minimal handling of originals; pages are scanned into memory and electronically collated (in memory) before being output to the 150-sheet internal tray
 - ◆ Print or copy on a variety of media types through the 250-sheet Paper Tray or Single-sheet Bypass Tray, i.e., letterhead, envelopes, labels, transparencies and card stock
 - ◆ High-quality laser imaging generates professional prints, copies or faxes every time
 - ◆ High-speed fax capabilities match that of corporate-class standalone fax machines
 - ◆ All-in-One Toner Cartridge simplifies routine maintenance and avoids service calls, maximizing uptime



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VOLUME TARGETS AND SEGMENT ONE FAMILY

Ricoh AC104 Volume Targets

	Output/Month	Remarks
Average Print Volume	800	Copy, Print, Fax total outputs
Maximum Print Volume	2,000	

Ricoh Segment 1 Family



RICOH SEGMENT ONE FAMILY SPECIFICATIONS AT-A-GLANCE

	Aficio AC104	Aficio 1515; 1515F	Aficio 1515MF	Aficio 2015	Aficio 2018; 2018D
Introduction	July 2004	June 2004	June 2004	February 2004	February 2004
Configuration	Desktop	Console	Console	Console	Console
Max. Mo. Volume	2,000 Images	15,000 Images	15,000 Images	12,500 Images	15,000 Images
Max. Print Speed	17 cpm/ppm	15 cpm/ppm	15 cpm/ppm	15 cpm/ppm	18 cpm/ppm
Multifunctional Modes:					
Digital Copier	Standard	Standard	Standard	Standard	Standard
Printer	Standard	Optional/NA	Standard	Optional	Optional
Scanner	Standard (Color)	Optional/NA	Standard (B&W)	Optional (B&W)	Optional (B&W)
G3 Fax	Standard	NA/Standard	Standard	Optional	Optional
Scan-to-Email/File	Not Applicable	Optional/NA	Standard	Optional	Optional
LAN Fax /Internet Fax	Not Applicable	NA/NA	Standard	Optional	Optional
Interface Types:					
IEEE1284 Parallel	Standard	Optional/NA	Optional	Optional	Optional
USB	Standard (1.1)	Standard (2.0)/NA	Standard (2.0)	Standard (2.0)	Standard (2.0)
Ethernet 10/100BaseT	Not Applicable	Optional/NA	Standard	Standard	Standard
Optional Interfaces	Not Applicable	IEEE1394/NA IEEE802.11b/NA Bluetooth/NA	IEEE1394 IEEE802.11b Bluetooth	IEEE1394 IEEE802.11b Bluetooth	IEEE1394 IEEE802.11b Bluetooth
Compatibility	IBM PC	IBM PC; Mac/NA	IBM PC; Mac	IBM PC; Mac	IBM PC; Mac
Features Highlights:					
Mem. Capacity (Std./Max.)	16MB/16MB	1515:16MB/192MB 1515F: 64MB/64MB	192MB/192MB	16MB/192MB	16MB/192MB
Doc. Feeder Type/ Capacity (sheets)	Std ADF/30	Std ADF/30	Std ADF/30	Opt. ADF/30	Opt. ADF/30; Opt. ARDF/50
Paper Cap. (Std./Max.)	250/250	350/850; 350/850	350/850	350/1,350	600/1,600; 600/1,600
Bypass Tray Capacity	1 Sheet	100 Sheets	100 Sheets	100 Sheets	100 Sheets
Output Tray Capacity	150 Sheets	250 Sheets	250 Sheets	250 Sheets	250 Sheets
Max. Output Size	8.5" x 14"	8.5" x 14"	8.5" x 14"	11" x 17"	11" x 17"
Duplex Capability	Not Applicable	Standard	Standard	Not Applicable	N/A; Opt. ARDF
Consumables:					
Drum Type/Yield	Incl. in AIO	OPC/45K	OPC/45K	OPC/60K	OPC/60K
Developer Type/Yield	Not Applicable	Bag/45K	Bag/45K	Bag/60K	Bag/60K
Toner Type/Yield	Ctrdg./3.5K*	Bottle/7K	Bottle/7K	Bottle/9K	Bottle/9K
PM Schedule	N/A	45K	45K	60K	60K

*Ships with 2K starter toner cartridges.

Specifications are subject to change without notice.

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KEY SELLING POINTS

Listed below are general needs that prospects share and the associated Ricoh AC104 features that best address those needs. In addition to grasping these key points, you must have an understanding of your prospect's specific applications. Equipped with that collective knowledge, you are well on your way to successfully presenting the Ricoh AC104.

Prospects' Need

Increased Productivity/Ease of Use

Ricoh AC104 Features

- Multi-tasking, All-in-One Performance
- Easy Control from the Desktop
- Rapid 17 cpm/ppm Output Speeds
- Fast First Copy/Print Speed, 12 Seconds (platen)
- Flatbed and Sheetfed Scanning (monochrome and color)
- Electronic Sorting (far quieter operation than analog copiers, particularly those with mechanical bins)
- Intuitive Bundled Printer/Scanner Drivers (Type 101)
- Scan Color Images (paste into a report, attach to e-mail)
- Remote Control Panel Software (for easy fax programming)
- Fax Directly from Platen (3D objects, small documents, pages from a book, catalog)

Improved Image Quality



- Digital Technology (superior imaging of fine lines, photos, graphics, etc.)
- Copy Resolution (platen):
 - ◆ 600 x 300 dpi (Text, Mixed); 600 x 600 dpi (Photo)
- Copy Resolution (ADF):
 - ◆ 600 x 300 dpi (Text, Mixed, Photo)
- Max. Print Resolution: 600 x 600 dpi
- Color Scan Resolution: 600 x 600 dpi Optical (4800 x 4800 dpi enhanced)
- Color Control/Image Rotation for scans
- Max. Fax Resolution: 300 x 300 dpi (Superfine)
- 256-level Grayscale
- Copy Quality Adjustments (Text, Mixed and Photo Modes)
- Contrast Adjustments (Lighten, Normal, Darken)

Flexible Paper Handling

- Input
 - ◆ 30-sheet Automatic Document Feeder (standard)
 - ◆ 250 Sheets x 1 Standard/Maximum Paper Capacity
 - ◆ 8.5" x 14" Maximum Original Size (ADF)
 - ◆ 8.5" x 11" Maximum Original Size (platen)
- Output
 - ◆ Standard 150-sheet Internal Tray (collated face down)
 - ◆ 8.5" x 14" Maximum Output Size
- Full Multi-tasking Performance - Copy, Fax or Scan while Printing
- Single-sheet Bypass Tray (straight paper path, face-up)
 - ◆ Handles Plain Paper, Envelopes, Labels, Transparencies, Card Stock

Superior Reliability

- Worry-free Digital Performance
- Up to 2,000 Pages/Month (Maximum Print Volume)
- Large 16MB Shared Page Memory (for handling large, complex jobs across all functions)
- Easy Paper Misfeed Recovery
- Scan Once, Print Many
- Electronic Sorting (no noisy sorter bins)

Low Total Cost of Ownership

- Digital Copier with Standard Print/Color Scan/Fax Functionality (no options required!)
- All-in-One Toner Cartridge (customer replaceable, avoids service calls for maximum uptime)
- Electronic Sorting (versus manual collation, saving time)
- 2/4-Up Copying (saves paper)
- Toner Save Mode

Environmentally Friendly

- Power Save Mode (19W Sleep Mode)
- EPA Energy Star[®] Compliant
- Space Saving, Compact Design

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Copier Features

Productivity/Ease-of-Use



- 17-cpm Output Speeds (Single document, Multiple printout - ADF)
- Zoom Reduction/Enlargement (ADF: 25%-100% in 1% steps; Platen: 25%-400% in 1% steps)
- Varied Original Types (Book or Sheet)
- 2-line x 16-character LCD
- Scan Once, Print Many
- Electronic Sorting
- Poster Copying
- Clone (Image Repeat)

Versatility

- Reduction/Enlargement Presets
 - ◆ Platen: 400%, 200%, 150%, 104%, 94%, 83% 78%, 50%, 25%
 - ◆ ADF: 94%, 83% 78%, 50%, 25%
- Contrast Adjustments
- Copy Quality Adjustments

Cost-efficiency

- Combine Copy (2-in-1, 4-in-1)
- 2-sided Document (ID Copy)
- Electronic Sorting (eliminates manual collation)

Memory Capacity

- Copier - 16MB Shared
- Note:** There are no memory options available because the Ricoh AC104 ships with a substantial 16MB memory which is shared among the various functions.

PC Printer Features

Productivity/Ease-of-Use

- Seamless PC Integration (bundled drivers for Windows 9x/Me/NT4.0/2000/XP)
 - Standard GDI (host-based printing)
 - Built-in USB1.1 Port (cable included) and IEEE1284 Parallel Port
 - Help Tab (through printer driver)
 - Favorites (saves printer settings for future use)
-

Image Quality/ Versatility



- Digital Technology (superior imaging of fine lines, photos, graphics, etc.)
- 600 x 600 dpi/600 x 300 dpi Resolution Settings
- Contrast Control
- Layout (N-up)
- Watermarks
- Overlay
- Orientation
- Reduce/Enlarge (Scaling)
- Poster Print

Cost-efficiency

- Toner Save Mode
- Layout (N-up)

Memory Capacity

- 8MB

*USB and Parallel Ports cannot be used simultaneously.

PC Color Scanner Features

Productivity/Ease-of-Use

- Color Scanning via TWAIN-compliant software, i.e., Adobe PhotoDeluxe, Adobe Photoshop, Microsoft Office PhotoEditor
- Book/Sheet Scanning
- 8.5" x 14" Maximum Original Size (ADF)
- 8.5" x 11" Maximum Original Size (platen)

Image Quality/Versatility

- 600 x 600 dpi Optical (4800 x 4800 dpi enhanced)
 - 256-level Grayscale
 - TWAIN Driver Support: Color Control/Image Rotation
 - Scan Modes:
 - ◆ Line Art (1 bit)
 - ◆ Halftone (1 bit)
 - ◆ Grayscale (8 bit)
 - ◆ Color (24 bit)
-

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Group 3 Fax Features

Productivity/Ease-of-Use



- Autodialing:
 - ◆ 10 Quick Dials*
 - ◆ 90 Speed Dials
 - ◆ 1 Group Dial (up to 99 locations)
- 8-spp Quick Scan Speed
- Direct Fax Number Entry
- Distinctive Ring Detection
- Dual Access
- Extension Telephone Transfer
- Fax Directly From Platen
- Forwarding
- Parallel Memory Transmission
- Priority Transmission
- Serial Broadcasting (1 Group, up to 99 locations)
- Super G3 33.6 Kbps Modem, 3-spp Transmission Speed
- Telephone Answering Device (TAD) Interface
- Telephone Directory/Search

* Selected by pressing 0-9 key on 10-keypad.

Image Quality/Versatility

- Color Fax Transmission (Immediate Transmission to a remote fax that supports color fax reception)
- Copy Quality Adjustments (Text, Mixed, Photo Modes)
- Contrast Adjustments (Lighten, Normal, Darken)
- 300 x 300 dpi (Superfine) Maximum Fax Resolution

Cost-efficiency

- Fax Directly From Platen (saves paper)
- Junk Fax Barrier
- MH/MR/MMR/JPEG Data Compression
- Send Later
- Super G3 33.6 Kbps Modem
- Telephone Answering Device (TAD) Interface

Management

- Remote Programming (Remote Control Panel Software)
 - ◆ Tabs: Settings, Advanced, Phonebook, Information, Firmware Updates
- Fax Reports: Message Confirmation, Schedule Job Information, Phone Book List, System Data List, Transmission & Reception Journals, Multi-communication Report, Power Failure Report, Junk Fax Number List

Security

- Memory Lock (Secure Fax Reception)
 - Junk Fax Barrier
-

Memory Capacity/ Functions

- Standard/Maximum: 4MB (320 pages*)
 - ◆ Broadcast (one document, up to 99 locations)
 - ◆ Send Later: Up to 15 Transmission Jobs (10 locations)
 - ◆ Substitute Reception (paper/toner-out reception)
 - ◆ Dual Access
 - ◆ Memory Lock
-

Reliability

- ITU Error Correction Mode (ECM)
 - Substitute Reception
 - 15-minute Memory Backup
 - Remaining Memory Indicator
 - Substitute Reception
-

* Based on ITU-T Test Chart #1 in standard resolution.









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SYSTEM COMPONENTS














CONTROL PANEL



	Button(s)	Description
1 F a c s i m i l e	Facsimile 	Allows you to enter fax numbers, shows memory status and fax reception mode.
	Resolution 	Adjusts the resolution of the document for the current fax job.
	Broadcasting 	Allows users to send a fax to multiple destinations (1 Group, up to 99 locations).
	Phone Book 	<ul style="list-style-type: none"> ■ Allows user to store frequently-dialed fax numbers using a one or two-digit Speed Dial or Group Dial for automatic dialing of stored numbers. ■ Allows user to print a Phone Book List.
2 C o p y	<ul style="list-style-type: none"> ■ Lighten ■ Normal ■ Darken 	Adjusts the brightness (contrast) of the document for the current copy job.
	<ul style="list-style-type: none"> ■ Text ■ Mixed ■ Photo 	Selects the document type for the current copy job.
	Special 	Allows user to select special copy features, such as Clone (Image Repeat), Collation, AutoFit, 2-side, N-up (multiple pages on a sheet) and Poster copying.
	Reduce/Enlarge 	Makes a copy smaller or larger than the original.

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	Button(s)	Description
3	2-line x 16-character LCD 	Displays the current status and prompts during an operation.
		Turns on when the toner cartridge is empty.
4		Scrolls through the options available for the selected menu item.
	Enter 	Confirms the selection in the display.
	Menu 	Enters Menu Mode and scrolls through the menus available.
	Upper Level 	Returns to the upper level menu.
5	Redial/Pause 	Redials the last number in Standby Mode or inserts a pause into a fax number in edit mode.
	On Hook Dial 	Engages the telephone line.
6	10-keypad 	Dials a number or enters alphanumeric characters.
7	Clear/Stop 	Stops an operation at any time. In Standby Mode, clears/cancels the copy options, such as the contrast, image setting, copy size and number of copies.
	Start 	Used to start a job.

WHAT'S IN THE BOX



Toner Cartridge Starter Kit



AC Power Cord



Quick Guide



CD-ROM*



Quick Install Guide



USB Cable



Telephone Line Cord

* CD-ROM contains the Type 101 Driver, Operating Instructions and the Adobe Acrobat Reader software program.

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RICOH AC104 VS. RICOH AFICIO 1515/1515F/1515MF

The Ricoh AC104 and the Aficio 1515/1515F/1515MF are based on different print engines, so you will find the following comparisons helpful when making a hardware recommendation.

General Features

	Ricoh AC104	Ricoh Aficio 1515/1515F/1515MF
Target User	Small Office/Business/Workgroup/ Business/Personal (1 to 3 users)	Small Office/Business/Large Company/ Workgroup/Departmental (1 to 4 users)
Multifunctional Modes (Std/Opt.)	Standard: Digital Copier/PC Printer/ Color Scanner/G3 Fax Optional: Not Applicable	Standard: Digital Copier Optional: PC/Network Printer/Scanner; G3/LAN/Internet Fax
Warm-up Time	< 42 Seconds	15 Seconds 1515; 30 Seconds 1515F/1515MF
First Copy Speed (Platen)	12 Seconds	< 7.5 Seconds
Throughput Speed (Max.)	17-cpm (single document, multiple printout) 7-cpm (multiple document, single printout)	15/15/15-cpm
Automatic Document Feeder	30-sheet Standard	30-sheet Standard
Standard Paper Capacity	250 Sheets x 1	250 Sheets x 1
Optional Paper Capacity	Not Applicable	500 Sheets x 1
Bypass Tray Capacity	1 Sheet Standard	100 Sheets Standard
Maximum Paper Capacity	250 Sheets	850 Sheets
Duplex Capability	Not Applicable	Standard (1:2)
Maximum Input/Output Size	8.5" x 14"	8.5" x 14"
Output Tray Capacity/Type	150 Sheets/Internal Tray	250 Sheets/Internal Tray

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Target User ■ Multifunctional Modes ■ Warm-up Time ■ First Copy Speed ■ Throughput Speed ■ Optional Paper Capacity ■ Bypass Tray Capacity ■ Maximum Paper Capacity ■ Duplex Capability 	<ul style="list-style-type: none"> ■ Automatic Document Feeder ■ Standard Paper Capacity ■ Output Tray Type ■ Maximum Input/Output Size

Copier Features

	Ricoh AC104	Ricoh Aficio 1515/1515F/1515MF
Multi-copy Capacity	Up to 99	Up to 99
Zoom (Platen)	25% to 400% (1% increments)	50% to 200% (1% increments)
Reduce/Enlarge Presets (Platen)	Reduce: 25%, 50%, 78%, 83%, 94% Enlarge: 104%, 150%, 200%, 400%	Reduce: 65%, 78%, 93% Enlarge: 129, 155%
Electronic Counter	Yes	Yes
Combine Copy	2-in-1; 4-in-1	2-in-1 simplex/duplex
Duplex Copy	Not Applicable	Standard (2:1)
Book Copy	No	Yes
Electronic Sort	Yes	Yes
Image Rotation	No	No

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Zoom ■ Reduce/Enlarge Presets ■ Duplex Copy ■ Book Copy 	<ul style="list-style-type: none"> ■ Multi-copy Capacity ■ Electronic Counter ■ Combine Copy ■ Electronic Sort ■ Image Rotation

General Features

	Ricoh AC104	Ricoh Aficio 1515/1515F/1515MF
Interface Type	Standard: USB1.1; IEEE1284 Parallel Optional: Not Applicable	Standard: Ethernet 10/100BaseT; USB2.0 Optional: IEEE1284 Parallel; IEEE1394; IEEE802.11; Bluetooth
Supported PDL	Standard: Windows GDI Optional: Not Applicable	Standard: RPCS, PCL5e, PCL6 Optional: PostScript 3
Operating System Support	USB: Win 98/Me/2000/XP Parallel: Win 9x/Me/NT4.0/ 2000/XP	Win 9x/Me/NT4.0/XP/2000/Server2003; UNIX; Mac 8.6-9.2X (OS X Classic); OS X Native (V. 10.1 or later)

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Interface Type ■ Supported PDL ■ Operating System Support 	

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Printer Features

	Ricoh AC104	Ricoh Aficio 1515/1515F/1515MF*
Operating Mode	Standard PC Printer	PC & Network Printer
Max. Print Speed	17-ppm	15/15/15-ppm
Max. Print Resolution	600 x 600 dpi	600 x 600 dpi
Std/Max. Memory Capacity	8MB/8MB Shared	16MB/192MB; 64MB/64MB; 192MB/192MB
Printer Driver Features (in alphabetical order)		
Adjust Image Position	Not Applicable	Yes
Booklet Mode	Not Applicable	Yes
Contrast Control	Yes	Yes
Do Not Print Blank Pages	Not Applicable	Yes
Duplex Print	Not Applicable	Yes
Edge Smoothing	Not Applicable	Yes
Enlarge/Reduce Centering	Not Applicable	Yes
Layout (N-up)	Yes	Yes
Mirror Image	Not Applicable	Yes
Orientation	Yes	Yes
Overlays	Yes	Yes
Poster Print	Yes	Yes
Resolution Control	Yes	Yes
Rotate Print	Not Applicable	Yes
Toner Save Mode	Yes	Yes
User ID	Not Applicable	Yes
Watermarks	Yes	Yes
Other	Favorites, Help	Non-reduction Booklet, Binding Margins, User-defined Pages

*Standard on Aficio 1515MF; Optional on Aficio 1515 with Scanner/Printer kit.

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Operating Mode ■ Print Speed ■ Memory Capacity ■ Adjust Image Position, Booklet Mode, Do Not Print Blank Pages, Duplex Print, Edge Smoothing, Enlarge/Reduce Centering, Mirror Image, Rotate Print, User ID, Favorites, Help 	<ul style="list-style-type: none"> ■ Print Resolution ■ Contrast Control, Layout (N-up), Orientation, Overlays, Poster Print, Resolution Control, Scaling, Toner Save Mode, Watermarks

Scanner Features

	Ricoh AC104	Ricoh Aficio 1515/1515F/1515MF*
Operating Mode	Standard PC Color Scanner	Network Monochrome Scanner
Scanning Method	Flatbed & Sheetfed Color CCD Standard	Flatbed Monochrome CCD
Original Type	Book/Sheet	Book/Sheet
Max. Original Size	8.5" x 11" (Platen); 8.5" x 14" (ADF)	11" x 17" (Platen)
Scan Speed	25 Seconds** (Line Art, 1 bit) 25 Seconds** (Halftone, 1 bit) 60 Seconds** (Grayscale, 8 bit) 150 Seconds** (Color, 24 bit)	< 1 Second (Letter, 200 dpi)
Max. Scan Resolution	600 x 600 dpi (4800 dpi Enhanced)	600 x 600 dpi
Image Rotation	Yes (TWAIN Driver)	Yes
Color Control	Yes (TWAIN Driver)	Not Applicable
Scan-to-Email	Not Applicable	Yes

*Standard on Aficio 1515MF; Optional with Scanner/Printer kit for Aficio 1515.

**Letter, 300 dpi, USB.

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Operating Mode ■ Scanning Method ■ Max. Original Size ■ Scan Speed ■ Max. Scan Resolution ■ Color Control ■ Scan-to-Email 	<ul style="list-style-type: none"> ■ Original Type ■ 600 x 600 dpi Optical Resolution ■ Image Rotation

Ricoh AC104

Group 3 Fax Features

	Ricoh AC104	Ricoh Aficio 1515/1515F/1515MF*
Compatibility	ITU-T Group 3 Standard	ITU-T Group 3 Optional
LAN/Internet Fax	No	Yes (Aficio 1515MF only)
Telephone Handset	Optional	Optional
Modem/Transmit Speed (Max.)	33.6 Kbps/3 spp	33.6 Kbps/3 spp
Compression Method	MH/MR/MMR/JPEG (Color)	MH/MR/MMR/JBIG
Scanning Speed (Letter, ADF)	8 Seconds	2 Second
Page Memory (Std./Max.)	4MB/4MB	3MB/3MB
Color Fax Transmission*	Standard	Not Applicable
Features (in alphabetical order)		
Batch Transmission	No	Yes
Direct Fax Number Entry	Yes	Yes
Double-sided Transmission	No	No
Dual Access	Yes	Yes
Duplex Fax Reception	No	No
Forwarding	Yes	Yes
Page Count	Yes	Yes
Parallel Memory Transmission	Yes	Yes
Priority Transmission	Yes	Yes
Quick/Speed/Group Dials	10/90/1 (99 Loc.)	16/150/10 (100 Loc.)
Reception Time Printing	Yes	Yes
Remaining Memory Indicator	Yes	Yes
Send Later	Yes	Yes
TAD Interface	Yes	Not Applicable
Telephone Directory	Yes	Yes
User Code	No	Yes

*Standard on Aficio 1515F/1515MF; not available on Aficio 1515.

**Immediate Transmission to a remote fax that supports color fax reception.

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Compatibility ■ LAN Fax/Internet Fax ■ Compression Method (JPEG) ■ Scanning Speed ■ Page Memory ■ Color Fax Transmission ■ Batch Transmission ■ Quick/Speed/Group Dials ■ TAD Interface ■ User Code 	<ul style="list-style-type: none"> ■ Optional Handset ■ Modem/Transmit Speed ■ Compression Method (MH/MR/MMR) ■ Direct Fax Number Entry ■ Dual Access ■ Forwarding ■ Page Count ■ Parallel Memory Transmission ■ Priority Transmission ■ Reception Time Printing ■ Remaining Memory Indicator ■ Send Later ■ Telephone Directory

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RICOH AC104 VS. RICOH AFICIO 2015/2018/2018D

The Ricoh AC104 and the Aficio 2015/2018/2018D are also based on different print engines, so you will find the following comparisons helpful when making a hardware recommendation.

General Features

	Ricoh AC104	Ricoh Aficio 2015/2018/2018D
Target User	Small Office/Business/Workgroup/ Business/Personal (1 to 3 users)	Small Office/Business/Large Company/ Workgroup/Departmental (1 to 20 users)
Multifunctional Modes (Std/Opt)	Standard: Digital Copier/PC Printer/ Color Scanner/G3 Fax Optional: Not Applicable	Standard: Digital Copier Optional: PC/Network Printer/Scanner; G3/LAN/Internet Fax
Warm-up Time	< 42 Seconds	15 Seconds Basic; 30 Seconds Full
First Copy Speed (Platen)	12 Seconds	< 6.5 Seconds
Throughput Speed (Max.)	17-cpm (single document, multiple printout) 7-cpm (multiple document, single printout)	15/18/18-cpm
Automatic Document Feeder	30-sheet Standard	30-sheet Opt.; 50-sheet ARDF Opt. (2018D only)
Standard Paper Capacity	250 Sheets x 1	250 Sheets x 1; 250 Sheets x 2; 250 Sheets x 2
Optional Paper Capacity	Not Applicable	500 Sheets x 1; 500 Sheets x 2
Bypass Tray Capacity	1 Sheet Standard	100 Sheets Optional
Maximum Paper Capacity	250 Sheets	1,350/1,600/1,600 Sheets
Duplex Capability	Not Applicable	NA/NA/Standard 1:2; 2:2; 2:1 via Opt. ARDF (2018D only)
Maximum Input/Output Size	8 1/2" x 14"	11" x 17"
Output Tray Capacity/Type	150 Sheets/Internal Tray	250 Sheets/Internal Tray

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Target User ■ Multifunctional Modes ■ Warm-up Time ■ First Copy Speed ■ Throughput Speed ■ Automatic Document Feeder ■ Standard Paper Capacity ■ Optional Paper Capacity ■ Bypass Tray Capacity ■ Maximum Paper Capacity ■ Duplex Capability ■ Maximum Input/Output Size ■ Output Tray Capacity 	<ul style="list-style-type: none"> ■ Output Tray Type

Ricoh AC104

Copier Features

	Ricoh AC104	Ricoh Aficio 2015/2018/2018D
Multi-copy Capacity	Up to 99	Up to 99
Zoom (Platen)	25% to 400% (1% increments)	50% to 200% (1% increments)
Reduce/Enlarge Presets (Platen)	Reduce: 25%, 50%, 78%, 83%, 94% Enlarge: 104%, 150%, 200%, 400%	Reduce: 50%, 65%, 78%, 93% Enlarge: 121%, 129, 155%
Electronic Counter	Yes	Yes
Combine Copy	2-in-1; 4-in-1	2-in-1; 4-in-1
Duplex Copy	Not Applicable	NA/NA/Standard 1:2; 2:2; 2:1 via Opt. ARDF (2018D only)
Book Copy	No	Yes
Electronic Sort	Yes	Yes
Image Rotation	No	Yes

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Zoom ■ Reduce/Enlarge Presets ■ Duplex Copy ■ Book Copy ■ Image Rotation 	<ul style="list-style-type: none"> ■ Multi-copy Capacity ■ Electronic Counter ■ Combine Copy ■ Electronic Sort

General Connectivity Features

	Ricoh AC104	Ricoh Aficio 2015/2018/2018D
Interface Type	Standard: USB1.1; IEEE1284 Parallel Optional: Not Applicable	Standard: Ethernet 10/100BaseT; USB2.0 Optional: IEEE1284 Parallel; IEEE1394; IEEE802.11; Bluetooth
Supported PDL	Standard: Windows GDI Optional: Not Applicable	Standard: RPCS, PCL5e, PCL6 Optional: PostScript 3
Operating System Support	USB: Win 98/Me/2000/XP Parallel: Win 9x/Me/NT4.0/ 2000/XP	Win 9x/Me/NT4.0/XP/2000/Server2003; UNIX; Mac 8.6-9.2X (OS X Classic); (10.1 or later)

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Interface Type ■ Supported PDL ■ Operating System Support 	

Printer Features

	Ricoh AC104	Ricoh Aficio 2015/2018/2018D
Operating Mode	Standard PC Printer	Optional PC & Network Printer
Max. Print Speed	17-ppm	15/18/18-ppm
Max. Print Resolution	600 x 600 dpi	600 x 600 dpi
Std./Max. Memory Capacity	8MB/8MB Shared	16MB/192MB is preinstalled in Opt. Printer/Scanner Kit, and shared with copier, printer and fax
Printer Driver Features (in alphabetical order)		
Adjust Image Position	Not Applicable	Yes
Booklet Mode	Not Applicable	Yes
Contrast Control	Yes	Yes
Do Not Print Blank Pages	Not Applicable	Yes
Duplex Print	Not Applicable	Yes (Aficio 2018D)
Edge Smoothing	Not Applicable	Yes
Enlarge/Reduce Centering	Not Applicable	Yes
Layout (N-up)	Yes	Yes
Mirror Image	Not Applicable	Yes
Orientation	Yes	Yes
Overlays	Yes	Yes
Poster Print	Yes	Yes
Resolution Control	Yes	Yes
Rotate Print	Not Applicable	Yes
Toner Save Mode	Yes	Yes
User ID	Not Applicable	Yes
Watermarks	Yes	Yes
Other	Favorites, Help	Non-reduction Booklet, Binding Margins, User-defined Pages

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Operating Mode ■ Print Speed ■ Memory Capacity ■ Adjust Image Position, Booklet Mode, Do Not Print Blank Pages, Duplex Print, Edge Smoothing, Enlarge/Reduce Centering, Mirror Image, Rotate Print, User ID, Favorites, Help 	<ul style="list-style-type: none"> ■ Print Resolution ■ Contrast Control, Layout (N-up), Orientation, Overlays, Poster Print, Resolution, Toner Save Mode and Watermarks

Ricoh AC104

Scanner Features

	Ricoh AC104	Ricoh Aficio 2015/2018/2018D
Operating Mode	Standard PC Color Scanner	Optional Network Monochrome Scanner
Scanning Method	Flatbed & Sheetfed Color CCD Standard	Flatbed Monochrome CCD (Optional ADF/ARDF)
Original Type	Book/Sheet Standard	Book/Sheet (Opt. ADF/ARDF)
Max. Original Size	8.5" x 11" (Platen); 8.5" x 14" (ADF)	11" x 17" (Platen/Opt. ADF/ARDF)
Scan Speed	25 Seconds* (Line Art, 1 bit) 25 Seconds* (Halftone, 1 bit) 60 Seconds* (Grayscale, 8 bit) 150 Seconds* (Color, 24 bit)	< 1 Second (Letter, 200 dpi)
Max. Scan Resolution	600 x 600 dpi (4800 dpi Enhanced)	600 x 600 dpi
Image Rotation	Yes (TWAIN Driver)	Yes
Color Control	Yes (TWAIN Driver)	Not Applicable
Scan-to-Email	Not Applicable	Yes (Optional)

*Letter, 300 dpi, USB.

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ Operating Mode ■ Scanning Method ■ Max. Original Size ■ Scan Speed ■ Max. Scan Resolution ■ Color Control ■ Scan-to-Email 	<ul style="list-style-type: none"> ■ Original Type ■ 600 x 600 dpi Optical Resolution ■ Image Rotation

Group 3 Fax Features

	Ricoh AC104	Ricoh Aficio 2015/2018/2018D
Compatibility	ITU-T Group 3 Standard	ITU-T Group 3 Optional
LAN/Internet Fax	Not Applicable	Optional
Telephone Handset	Optional	Optional
Modem/Transmit Speed (Max.)	33.6 Kbps/3 spp	33.6 Kbps/3 spp
Compression Method	MH/MR/MMR/JPEG (Color)	MH/MR/MMR/JBIG
Scanning Speed (Letter, ADF)	8 Seconds	1 Second
Page Memory (Std./Max.)	4MB/4MB	3MB/3MB
Color Fax Transmission*	Standard	Not Applicable
Features (in alphabetical order)		
Batch Transmission	Not Applicable	Yes
Direct Fax Number Entry	Yes	Yes
Double-sided Transmission	Not Applicable	Aficio 2018D (w/Opt. ARDF)
Dual Access	Yes	Yes
Duplex Fax Reception	No	No
Forwarding	Yes	Yes
Page Count	Yes	Yes
Parallel Memory Transmission	Yes	Yes
Priority Transmission	Yes	Yes
Quick/Speed/Group Dials	10/90/1 (99 Loc.)	32/150/10 (100 Loc.)
Reception Time Printing	Yes	Yes
Remaining Memory Indicator	Yes	Yes
Send Later	Yes	Yes
TAD Interface	Yes	Not Applicable
Telephone Directory	Yes	Yes
User Code	Not Applicable	Yes

* Immediate Transmission to a remote fax that supports color fax reception

What's Different?	What's the Same?
<ul style="list-style-type: none"> ■ LAN Fax/Internet Fax ■ Compression Method (JPEG) ■ Scanning Speed ■ Page Memory ■ Color Fax Transmission ■ Batch Transmission ■ Double-sided Transmission ■ Quick/Speed/Group Dials ■ TAD Interface ■ User Code 	<ul style="list-style-type: none"> ■ Compatibility ■ Optional Handset ■ Modem/Transmit Speed ■ Compression Method (MH/MR/MMR) ■ Direct Fax Number Entry ■ Dual Access ■ Forwarding ■ Page Count ■ Parallel Memory Transmission ■ Priority Transmission ■ Reception Time Printing ■ Remaining Memory Indicator ■ Send Later ■ Telephone Directory

Ricoh AC104

FEATURE/BENEFIT HIGHLIGHTS

In this section you'll learn about the Ricoh AC104's many features and benefits and the office environments you should target for placements. Do you need to cover all these points with your prospects? No. You need to know your prospect's application needs and simply relate those needs to key AC104 capabilities – in a benefits-oriented fashion. (Uncovering application needs requires careful probing, a topic that is covered in an upcoming section titled "Sales Strategies.")

GENERAL FEATURES/BENEFITS

Low Acquisition Cost

The **affordable** Ricoh AC104 is targeted to cost-conscious buyers, those with a focus on the bottom line.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Lowers total cost of ownership (TCO) by reducing capital equipment costs.■ Introduces customers to the many advantages of multi-functionality, at minimal cost.■ Immediate gains in productivity demonstrates to customers that MFP technology is a cost-efficient approach to modernizing their office.	<ul style="list-style-type: none">■ ...where budget restrictions prohibit the acquisition of more costly MFP devices.■ ...interested in upgrading older technologies, such as aging analog copiers, ink-jet printers, fax machines with slower modems (14.4Kbps), desktop scanners, etc.

End-user Installation and Maintenance

The Ricoh AC104 is **Plug-and-Play** so it can easily be installed and maintained by the customer.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Plug-and-play means the customer can install the device and software easily, a process made simple through well-written and illustrated Quick Install instructions.■ All-in-One Toner Cartridge reduces maintenance requirements and avoids service calls for maximum uptime.	<ul style="list-style-type: none">■ ...that wish to reduce procurement and installation costs.■ ...where purchase and storage of separate toner and drum components is not desirable or convenient.

Multifunctional Design

Out-of-box, the Ricoh AC104 is a **Digital Copier, Laser Printer, Color Scanner** and **High-speed Fax**, thus is fully configured to handle a wide variety of document-processing tasks.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Lowers TCO by eliminating the need to purchase separate standalone devices and associated consumables.■ Reduces electrical consumption.■ Saves physical office space for equipment and consumables.■ USB cable included.	<ul style="list-style-type: none">■ ...where budget/space restrictions prohibit the acquisition of separate systems.■ ...such as branch or satellite offices.■ ...interested in an MFP for personal use, i.e., executives/upper management, field personnel and telecommuters.■ ...such as Agent's home offices.

Digital Technology

The Ricoh AC104 is a **Digital Copier/MFP Solution** with state-of-the-art performance - which was once only available on high-end systems.

Benefit(s)

- Boosts reliability over analog copiers, i.e., digital products incorporate far fewer moving parts.
- Supports a vast array of features and capabilities not provided by analog copiers.
- Enables connectivity with personal computers, so customers can fully leverage their investment in office technology.

Look for Environments.....

- ...running Windows-based personal computers.
- ...where older analog copiers are still in use.
- ...that wish to accomplish more -- in less time and at a lower cost.

Productive Throughput Speed

Up to **17-ppm Print Speed**, **12-second First-Copy-Speed** and **Dual Access** enable the Ricoh AC104 to process multiple jobs quickly and efficiently.

Benefit(s)

- Facilitates fast job turnaround.
- Moves print jobs swiftly through print queues.
- Multitasks to streamline workflow and avoid bottlenecks.

Look for Environments.....

- ...in which copy, print, scan and fax jobs predominantly consist of a moderate number of originals.
- ...that need quick access to other functions, i.e., scan an outgoing fax into memory while the system is busy printing a report.

Flexible Paper Handling

The standard **30-sheet ADF** (Automatic Document Feeder) feeds single-sided originals up to 8.5" x 14".

Benefit(s)

- Increases productivity by eliminating the need to manually place each original onto the platen glass prior to copying, scanning or faxing.
- Facilitates multiple original copying and scanning.

Look for Environments.....

- ...that copy original sets containing multiple pages.
- ...that fax multi-page documents, i.e., contracts, proposals, reports, price lists, etc.
- ...that scan images to a PC for archival, attachment to e-mail, etc.

Paper Supply

The Ricoh AC104 offers a sizeable **250-sheet Letter/Legal Paper Tray**, along with a **Single-Sheet Bypass Tray** for copying/printing on non-standard paper types/sizes.

Benefit(s)

- Sizable paper tray capacity increases productivity by eliminating frequent paper replenishment tasks, which also reduces system downtime when paper is re-loaded.
- Single-sheet Bypass Tray, with straight paper path, facilitates printing of envelopes, labels, transparencies, card stock, etc.

Look for Environments.....

- ... that would like to reduce the number of interruptions to replenish paper.
- ... where users wish to print on transparencies or directly onto envelopes (versus applying a preprinted address label).

Ricoh AC104

KEY COPIER FEATURES/BENEFITS

Original Modes

The Ricoh AC104 offers three copy quality adjustments: **Text**, **Mixed** and **Photo Modes**. In addition, the user has three contrast adjustments that can further improve copy quality: **Lighten**, **Normal** and **Darken**.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Ensures accurate reproduction of all original types.■ Eliminates the copy waste associated with trial and error imaging.	<ul style="list-style-type: none">■ ... producing a variety of original types – text, fine lines, photos, graphics, newspaper print, etc.

Reduction/Enlargement and Zoom Magnification

Nine (9) Reduction and Enlargement Presets (5 reduce/4 enlarge) are pre-programmed on the Ricoh AC104. Additionally, the AC104 incorporates a manual **Zoom** (at 1% increments) of **25% to 400%** (from the platen) and **25% to 100%** (from the ADF).

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Enables users to automatically reduce/enlarge standard size originals onto standard size copies.■ Enables users to precisely re-size images using the zoom magnification function.■ Eliminates the copy waste associated with trial and error imaging.■ Enables users to reduce/enlarge different size originals into one standard size for easier filing.	<ul style="list-style-type: none">■ ... with limited filing space.■ ... with casual users

AutoFit (from the ADF)

The Ricoh AC104 can **Automatically Reduce** or **Enlarge** an original to fit on the paper size installed in the paper tray.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Enables users to enlarge documents, perhaps with small print, improving legibility.■ If desired, the user can customize the copy settings, including number of copies, contrast, and image quality via the control panel.	<ul style="list-style-type: none">■ ...that copy newspaper articles, advertisements or other documents that contain small, detailed text or drawings.

Note: While in AutoFit mode, the Reduce/Enlarge function cannot be adjusted.

Special Copy Features

Thanks to digital technology, the Ricoh AC104 is capable of copying a document in a variety of ways...

- **AutoFit:** Automatically Reduce or Enlarge an original to fit on the paper size installed in the paper tray.
- **Poster Copy:** Prints document on up to 9 sheets of paper.
- **Clone (Image Repeat):** Repeats an image across an entire sheet of paper (platen only).
- **Collation:** When selected, Collation automatically sorts the copy job (1,2,3; 1,2,3, etc.).
- **2-sided Document:** Prints a credit card, medical insurance card, etc. on one sheet of paper.
- **2/4-up Printing (Combine Copy):** Reduces 2 or 4 pages to fit on one sheet of paper.

Benefit(s)

- These features are easily accessible through the "Special" button on the AC104's control panel, making it possible to quickly reproduce originals in a variety of formats, increasing application flexibility and - in the case of 2-sided and 2/4-up copying - reducing paper consumption (saving money!).

Look for Environments.....

- ...that wish to reduce paper consumption and filing space (small offices with limited storage), as well as personal business users that may wish to mark a special occasion using Poster Copy.

Large Page Memory

The Ricoh AC104 ships with a large **16MB Copier Memory** that is shared between the print, scan and fax functions. Because of this substantial standard memory, there are not optional upgrades available.

Benefit(s)

- Ample memory ensures uninterrupted workflow.
- Supports features such as Scan Once, Print Many and Electronic Sorting and Dual Access, as well as special copy features detailed above.

Look for Environments.....

- ...that copy multi-page documents and wish to scan them into memory and resume other work.

Ricoh AC104

KEY PRINTER FEATURES/BENEFITS

Connecting the AC104 to a computer couldn't be easier. The popular plug-and-play **USB1.1 Port** offers high data transfer speeds (cable supplied). The AC104 also has a built-in **IEEE1284 Parallel Port**. Whichever connection is selected, the user is assured of rapid data processing speeds.

Note: The USB and Parallel Ports cannot be used simultaneously.

Windows Compatibility

The Ricoh AC104 supports **Windows 95, 98, Me, NT4.0, 2000 and XP** through the Parallel Port and **Windows 98, Me, 2000 and XP** via the USB Port.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Ensures seamless integration with today's most popular operating systems.■ Simple plug-and-play design enables users to easily install the system, as well as load the Printer/Scanner Type 101 Drivers (supplied on CD-ROM).	<ul style="list-style-type: none">■ ... where Windows is the operating system in use, which by some estimates, represents over 90% of all personal computer installations.

Envelope Printing

Allows users to print envelopes via the **Single Sheet Bypass Tray**.

Page Layout (N-up) Printing

Enables users to **Combine Multiple Pages** (1, 2, 4, 9 or 16) on a single sheet of paper.

Benefit(s)

- Reduces filing and storage costs.

Look for Environments.....

- ... where users are creating documents that are archived, such as personnel/student records, insurance claim forms, etc.

Watermarks

Enables users to print text over an existing document. The user can also create custom Watermarks.

Benefit(s)

- Clearly identifies the nature of the document, i.e., "Draft," "Confidential," perhaps avoiding misunderstandings.

Look for Environments.....

- ... such as vertical markets that produce contracts, briefs, proposals, manuscripts. For example, legal firms, publishing houses, real estate companies, etc.

Type 101 Printer Driver Features At-A-Glance

	Printer Driver		
	Win 9x/Me	Win 2000/XP	NT4.0
Fit-to-Page Printing	Y	Y	Y
Layout (N-Up)	Y	Y	Y
Page Overlay	Y	Y	Y
Poster Printing	Y	Y	Y
Print Quality Option	Y	Y	Y
Reduce/Enlarge (Scaling)	Y	Y	Y
Watermark	Y	Y	Y

Ricoh AC104

KEY COLOR SCANNER FEATURES/BENEFITS

The Ricoh AC104 includes standard TWAIN-compliant scanning capability for prospects that would like the ability to scan monochrome and/or color documents directly into a software application. For example, a user might need to scan a color photo into a picture editing application, such as Adobe PhotoShop, for editing purposes, eliminating the need for a separate desktop scanner, saving money and office space. Other benefits include:

- A convenient and productive method of integrating hardcopy originals into digital documents.
- An efficient way to digitize and/or archive hardcopy information.
- The ability of the user to save scanned images on their PC, reducing printed-paper storage and fax transmission costs by e-mailing the file.
- Easy access to information in digital form.

High Quality Imaging

The Ricoh AC104 offers **600 x 600 dpi Scan Resolution** (4800 x 4800 dpi enhanced), **256-level Grayscale** and multiple scan settings (Color Control and Image Rotation).

Benefit(s)	Look for Environments.....
■ Ensures accurate scans regardless of original type.	■ ... that are/will be scanning a variety of document types - including text, color or B&W photos, charts, drawings, graphics, etc.

Multiple Original Scanning

The Ricoh AC104 scans multiple letter or legal-size originals through the 30-sheet ADF.

KEY FAX FEATURES/BENEFITS

The Ricoh AC104 is a powerful fax designed to meet the needs of personal, small to mid-size office/workgroup environments.

33.6 Kbps Super G3 Modem with Automatic Fallback

A high-speed modem provides **3-second-per-page Transmission Speed**. As with any fax system, transmission speed is dictated by the receiving fax. To accommodate these differences, the Ricoh AC104's modem will automatically "fall back" in order to communicate with slower fax equipment.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Reduces TCO by lowering phone bills.■ Ensures successful communication, even with slower legacy fax systems.	<ul style="list-style-type: none">■ ... that frequently transmit multi-page faxes long-distance and/or internationally.

Autodialing

Allows users to program frequently dialed fax numbers into memory (**10 Quick Dials, 90 Speed Dials, 1 Group Dial**) and then recall one or more numbers quickly and accurately. Also refer to the "Remote Control Panel Software Utility" section within this guide.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Eliminates the need to manually dial fax numbers.■ Eliminates misdials.■ Saves time.	<ul style="list-style-type: none">■ ...where users frequently communicate with the same remote locations.■ ... where operations can be streamlined by sending a single document, i.e., a price list to multiple locations via the Group Dial feature (1 Group stores up to 99 locations).

Memory Backup

Protects documents stored in page memory in the event of a power loss for up to **15 minutes**.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Eliminates the need to re-transmit stored documents that were deleted from page memory when the power is temporarily interrupted.	<ul style="list-style-type: none">■ ... where documents stored in memory must be protected in the event of a loss of power.

Direct Number Entry

Eliminates the need to place documents into the ADF prior to inputting a destination number.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">■ Increases productivity by eliminating the need to write fax numbers on a separate sheet of paper.	<ul style="list-style-type: none">■ ... where there are casual users, i.e., visiting field personnel, vendors, etc. who may be transmitting faxes to locations that are not programmed into an Autodial key.

Ricoh AC104

Platen Faxing

Users can **Fax Bound Originals** (books, catalogs, 3D objects, etc.) directly from the Ricoh AC104's platen.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">Increases productivity and saves money by eliminating the need to first make a copy before faxing.	<ul style="list-style-type: none">...such as service departments (parts schematics) or libraries (reference book material) where information from catalogs and books needs to be communicated.

Dual Access

Enables the Ricoh AC104 to perform more than one task at a time. For example, a fax reception can be printing while a user scans a document into memory for a fax transmission.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">Increases productivity by eliminating the need to wait for one job to finish before another is initiated.	<ul style="list-style-type: none">...where incoming and outgoing fax traffic overlaps.

Quick Scanning

Outbound faxes are scanned into memory prior to the actual transmission at up to **8 Seconds Per Page**.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">Eliminates the need to stand by the system and wait until the end of the transmission process to retrieve documents.	<ul style="list-style-type: none">... that have multi-page fax transmissions.

MH/MR/MMR/JPEG Compression

The Ricoh AC104 utilizes **MH/MR/MMR Data Compression** when sending fax data to a remote fax. The AC104 also supports **Color Fax Transmission*** (in **JPEG** format), opening up opportunities in vertical markets that are interested in communicating color documents, i.e., ad layouts, photos, etc.

Benefit(s)	Look for Environments.....
<ul style="list-style-type: none">MH/MR/MMR controls communication costs by reducing data size, thereby increasing transmission speeds.Lowers TCO by enabling faster transmission over MH/MR alone.JPEG support increases application flexibility to include color documents that may otherwise require overnight courier expenses.	<ul style="list-style-type: none">...that are color-intensive such as graphic arts departments, architectural and interior design firms, printers, etc....that may need to send color brochures, but may not create them (have source files), such as travel agencies.

* Immediate Transmission of color documents to another fax capable of receiving color faxes.

Parallel Memory Transmission

Enables the Ricoh AC104 to initiate contact and begin transmission while documents are scanned into memory.

Benefit(s)

- Allows users to immediately verify whether a connection is made before scanning the entire job into memory.

Look for Environments.....

- ...that frequently fax multi-page documents.

Remote Control Panel Software Utility

Allows users to program the Ricoh AC104's fax features from their computer, using five tabs... Settings, Advanced (shown below), Phonebook, Information and Firmware Update.

Benefit(s)

- The user can easily program fax settings, create and edit the phonebook (autodial numbers), view/adjust system data, etc., all from the convenience of their computer.

Look for Environments.....

- ...busy offices that want to streamline initial system setup by maintaining fax settings through a user-friendly software utility.

**To access the Remote Control Panel utility...
Click Start > Programs > Type 101 >
Remote Control Panel.**

Advanced Settings Tab



Send Later

Allows users to program the Ricoh AC104 to transmit documents at a specific time.

Benefit(s)

- Lowers TCO by allowing users to take advantage of lower phone rates, i.e., when transmitting documents at night or on weekends.

Look for Environments.....

- ...that transmit faxes long-distance and/or internationally.

Serial Broadcasting

Through **Group Dialing (1 Group)**, the Ricoh AC104 can transmit the same document to up to **99 Locations**.

Benefit(s)

- Saves time and effort over manually sending the same document to different locations. The document is scanned just once, stored into memory, and then sequentially transmitted to the identified locations.

Look for Environments.....

- ...where the same document, i.e., a price list, menu, meeting schedule, etc., is sent to multiple locations.

Ricoh AC104

SYSTEM SPECIFICATIONS

Engine and Copier Specifications

Imaging Process: Laser Beam Scanning/Marking & Electro-photographic Printing

Scanning Element: Flatbed with Color CCD Array Image Sensor

Toner: Dry, Mono Component Toner Development

Photoconductor: Organic Photoconductor (OPC)

Scanning Resolution (H x V):

Text: 600 x 600 dpi

Mixed: 600 x 300 dpi

Photo: 600 x 600 dpi (Platen); 600 x 300 dpi (ADF)

Printing Resolution: 600 x 600 dpi

Gray Scale: 256 Levels

Standard Copier Memory: 16MB Shared

Control Panel: 2-line x 16-character LCD

Power Source: 100 - 127V, 50/60Hz, 5A

Power Consumption: Normal: 320W

ADF: 350W

Standby: 85W

Power Saver: 19W

Noise Level: Standby (Fan): Under 40dB

Printing: Under 50dB

Copy (ADF): Under 55dB

Copy (Platen): Under 52dB

Dimensions (Mainframe) W x D x H:

18.7" x 17.2" x 16.4"

Weight:

28.8 lbs.

Throughput Speeds

Warm Up Time: < 42 Seconds

First Copy/Print Speed: 12 Seconds

Originals Per Minute: 8-opm (Originals Per Minute)

Copy/Print Speed (Letter): 17-cpm (Single Document, Multiple Printout - Platen or ADF)

7-cpm (Multiple Document, Single Printout - ADF)

Multiple Copies: Up to 99

Paper Handling

Maximum Input Size: 8.5" x 14" (ADF); 8.5" x 11" (Platen Glass)

Minimum/Maximum Output Size: 3" x 5"/8.5" x 14"

ADF Capacity (Letter): 30 Sheets

Standard Paper Capacity: 250 Sheets x 1

Bypass Capacity: 1 Sheet

Maximum Paper Capacity: 250 Sheets

Standard Output Capacity/Type: 150 Sheets/Internal Tray

Media Sizes Supported: Standard Tray: 8.5" x 11", 8.5" x 14", 8.5" x 13"

Bypass Tray: 8.5" x 11", 8.5" x 14", 8.5" x 13"

Irregular Sizes: (3" x 5" to 8.5" x 14")

Paper Weights: Standard Tray: 16 lb. to 24 lb. Bond

Bypass Tray: 16 lb. to 43 lb. Bond

Reduction and Enlargement

Preset Reduction:

Platen: 25%, 50%, 78%, 83%, 94%

ADF: 25%, 50%, 78%, 83%, 94%

Preset Enlargement:

Platen: 104%, 150%, 200%, 400%

Zoom:

Platen: 25% to 400% (in 1% Increments)

ADF: 25% to 100% (in 1% Increments)

Additional Features

- 2-/4-up Copying
- 2-sided Document (ID Copy)
- AutoFit Copying
- Automatic Collation
- Clone (Image Repeat)
- Contrast Control (Lighten, Normal, Darken)
- Electronic Sorting
- Flatbed/Sheetfed Copying
- Image Quality Adjustment (Text, Mixed, Photo)
- Page Counter
- Photo Mode
- Poster Copying
- Scan Once, Print Many

Ricoh AC104

PRINTER SPECIFICATIONS

Continuous Print Speed (Letter):	17-ppm
Standard Interface:	USB1.1; IEEE1284 Parallel
Operating Systems:	USB: Windows 98/Me/2000/XP Parallel: Windows 95/98/Me/NT/2000/XP
Memory Capacity:	8MB (Not Expandable)
Supported PDL:	Windows GDI (Graphical Device Interface)
Resolution:	Engine: 600 x 600 dpi Controller/Driver: 300 x 300 dpi; 600 x 600 dpi

Additional Features

- Envelope Print
- Favorites
- Help
- Layout (N-up)
- Orientation
- Overlay
- Paper Size Setting
- Poster Print
- Reduce/Enlarge (Scaling)
- Resolution Control
- Watermarks

SCANNER SPECIFICATIONS

Scanning Device:	Flatbed & Sheetfed Color CCD (Charge-coupled Device)	
Scan Speed:	Line Art (1 bit)	25 Seconds
	Halftone (1 bit):	25 Seconds
	Grayscale (8 bit):	60 Seconds
	Color (24 bit):	150 Seconds
Scan Resolution:	600 x 600 dpi Optical (4800 dpi Enhanced)	
TWAIN Driver Support:	Standard	
Grayscale:	256 Levels	
Maximum Original Size:	Platen: 8.5" x 11"	
	ADF: 8.5" x 14"	

FACSIMILE SPECIFICATIONS

Circuit Type:	PSTN, PBX
Compatibility:	ITU-T G3, ECM
Resolution (dpi):	Standard: 203 x 98 dpi Fine: 203 x 196 dpi Superfine: 300 x 300 dpi Photo: 203 x 196 dpi Color: 203 x 196 dpi
Compression:	MH/MR/MMR/JPEG (Color)
Scanning Speed:	8.0 Seconds Per Page (203 x 98 dpi, Standard Resolution)
Modem Speed (w/Auto Fallback):	33.6 Kbps, ECM (Error Correction Mode)
Page Memory:	4MB (320 Pages*)
Document Memory Backup:	15 Minutes
Quick/Speed/Group Dials:	10**/90/1 (99 Locations)

*Based on ITU-T Test Chart #1 in Standard resolution.

**Dialed by pressing 0-9 key on 10-keypad.

General Capabilities

- Alarm/Key Sound Control
- Date/Time Setting
- Dual Access
- Forwarding
- Page Count
- Power Saver Mode
- Remaining Memory Indicator
- Remote Programming via PC
- Ringer Volume Control
- Substitute Reception
- System ID (Fax Telephone Number/Name)
- Telephone Directory/Search

Transmission Capabilities

- Add Document to Scheduled Fax
- Color Fax Transmission
- Error Correction Mode (ECM)
- Fax from Platen Glass
- Immediate Transmission
- Memory Transmission
- Parallel Memory Transmission
- Priority Transmission
- Send Later
- Serial Broadcast
- Telephone Directory
- Transmission Reservation
- Well Log Transmission

Ricoh AC104

Reception Capabilities

- Automatic Reception
- Image Reduction
- Manual Receive (in Tel Mode)
- Memory Lock
- Reception Time Print
- Junk Fax Barrier
- Remaining Memory Indicator
- Substitute Reception

Telephone Capabilities

- Automatic Fax/Phone Change
- Busy Tone Detection
- Extension Telephone Transfer
- Monitor Speaker
- On Hook Dial
- Pause/Redial Key
- Reception Mode Selection
- Telephone Answering Device Interface
- Telephone Directory/Search
- Telephone Handset (Opt.)

Facsimile Reports

- Junk Fax Number List
- Message Confirmation
- Multi-communication Report
- Phone Book List
- Power Failure Report
- Reception Journal
- Schedule Job Information
- System Data List
- Transmission Journal

PC REQUIREMENTS

Supported Operating System: Windows 95 (OSR2), 98, 98 SE, Me, NT4.0 Workstation or Server (with Service Pack 3), 2000 (Professional or Advanced Server), XP (Home Edition or Professional).

Minimal Requirements

Disk Space:	120MB for Installation
Memory:	64MB
CPU:	Pentium II 233 or Higher
Required Software:	Internet Explorer 4.01

Recommended

Disk Space:	220MB for Installation
Memory:	128MB
CPU:	Pentium II 400 or higher
Required Software:	Internet Explorer 5.5

Specifications subject to change without notice.

Ricoh AC104

THE COMPETITION

Competition... it's an everyday fact of life for sales professionals and how you handle the competition will determine your degree of success in the Segment 1 market. Since you'll deal with competitors on a regular basis, an encyclopedic knowledge of competitive systems is not the key to winning. The key to winning in a competitive situation is knowing the capabilities of your products, inside and out. It is also suggested that you follow a few important suggestions when dealing with the competition...

- Present a competitor's strengths and weaknesses in a professional manner and never make disparaging remarks.
- Clearly demonstrate how Ricoh AC104 features translate into benefits for your prospects. Remember, focus on AC104 benefits, not on your competitor.
- Be honest in your representation of the products. If there is something you are unsure of, make a note of it and get back to your customer as soon as possible.
- Always follow up as promised. You'll gain the prospect's trust and ultimately win their business.

Competitors At-A-Glance

- | | |
|---------------------------------------|------------------------------|
| ■ Brother DCP-8020; 8020D | ■ HP LaserJet 3030 |
| ■ Canon imageCLASS D760/D780 | ■ HP LaserJet 3300mfp Series |
| ■ Canon imageRUNNER 1310; 1330; 1370F | ■ Sharp AL-1641CS |

Detailed comparison charts to follow...

COMPETITIVE COMPARISONS

Manufacturer Model #	Ricoh AC104	Brother DCP-8020, 8020D	Canon ic D760; D780
Introduction	July 2004	May 2003	October 2003
Suggested Retail Price	\$499	\$849.99 (Est. Street)	\$599/\$699 (Est. Street)
Multifunctional Modes	Standard: Copy/Print/Color Scan/Fax	Standard: Copy/Print/Scan Optional: Network Print	Standard: Copy/Print/Fax* Optional: Network Print
Maximum Monthly Volume	2,000 Copies	20,000 Copies	15,000 Copies
Max. Throughput Speeds (Ltr./Legal)	17 cpm/13 cpm	17 cpm/INA	16 cpm/12 cpm
Warm Up Time	< 42 Seconds	INA	1 Second
First Copy Speed	12 Seconds	INA	13 Seconds
Copy Resolution (dpi)	600 x 600 dpi	1200 x 600 dpi	600 x 600 dpi
PAPER HANDLING			
Copier Memory Capacity (Std./Max.)	16MB	32MB	9.5 MB
Document Output Size	Up to 8.5" x 14"	Up to 8.5" x 14"	Up to 8.5" x 14"
Document Feeder Type/Capacity	Std ADF/30 Sheets	Std ADF/50 Sheets	Std ADF/30 Sheets
Standard Paper Capacity	250 Sheets x 1	250 Sheets x 1	500 Sheets x 1
Bypass Capacity	1 Sheet	50 Sheet	100 Sheets
Optional Paper Capacity	Not Applicable	250 Sheets	Not Applicable
Maximum Paper Capacity/Sources	250 Sheets/1	550 Sheets/3	600 Sheets/2
Duplex Capability	Manual	Manual; Auto (1:2)	Manual
Paper Weight (Tray / Bypass)	16 to 24 lb./16 to 43 lb.	16 to 28 lb./16 to 43 lb.	17 to 20 lb./15 to 32 lb.
OTHER FEATURES			
Multi-copy Capacity	Up to 99	Up to 99	Up to 99
Electronic Sorting	Standard	Standard	Standard
Zoom Range (Platen)	25 to 400% (1%)	25 to 400% (1%)	50 to 200% (1%)
Preset Reduction/Enlargement	Yes (5R/4E)	Not Applicable	Yes (3R/2E)
PRINTER CAPABILITY			
Max. Print Speed	17 ppm	17 ppm	16 ppm
Max. Print Resolution	600 x 600 dpi	600 x 600 dpi; 2400 x 600 dpi	600 x 600 dpi; 2400 x 600 dpi
Max. Document Size	8.5" x 14"	8.5" x 14"	8.5" x 14"
Standard/Maximum Printer Memory	8MB Shared	32MB/160 MB	2 MB Shared
Compatibility	IBM PC	IBM PC, Mac	IBM PC
Supported PDLs	Windows GDI (host-based)	Windows GDI, PCL6, PS3	Windows GDI (host-based)
PRINTER/NETWORK INTERFACES			
IEEE1284 Parallel	Standard	Standard	Standard
USB	Standard (1.1)	Standard (2.0)	Standard (1.1)
Ethernet 10/100BaseT	Not Applicable	Optional	Optional
SCANNER CAPABILITY			
TWAIN-compatibility	Standard	Standard	Not Applicable
Color Scanning	Standard	Standard	Not Applicable
Resolution	600 x 600 dpi	600 x 2400 dpi (4800 x 4800 dpi Enhanced)	Not Applicable (9600 x 9600 dpi Enhanced)
Scan to E-mail	Not Applicable	Standard	Not Applicable
FAX CAPABILITY			Canon ic D780 Only
Scanning Method	Flatbed/Sheetfed Color CCD	Not Applicable	CIS
Modem Speed	33.6 Kbps	Not Applicable	33.6 Kbps
Standard/Maximum Page Memory	4MB Shared	Not Applicable	Shared
Transmission/Scanning Speed (Seconds)	3/8	Not Applicable	3/4.6
Quick/Speed/Group Dials	10/90/1 (99)	Not Applicable	12/100/111 (113 Loc.)
Platen Faxing	Standard	Not Applicable	INA
Remote Programming	Standard	Not Applicable	INA
CONSUMABLES			
Toner Yield	3,500 Pages (@ 5%)	3,300 or 6,500 Pages (@ 5%)	5,000 Pages (@ 5%)
Drum Yield	Incl. in Toner Ctrdg	20,000 Pages	Incl. in Toner Ctrdg
Developer Yield	Not Applicable	Incl. in Drum Unit	Not Applicable

*Fax standard on Canon ic D780 only.

Ricoh AC104

Manufacturer Model #	Ricoh AC104	Canon iR1310; 1330; 1370F	HP LJ3030
Introduction	July 2004	October 2002	INA
Suggested Retail Price	\$499	\$1,650/\$2,200/\$2,600	\$499
Multifunctional Modes	Standard: Copy/Print/Color Scan/Fax	Standard: Copy/Print/Fax* Optional: Network Print	Standard: Copy/Print/Color Scan/Fax
Maximum Monthly Volume	2,000 Copies	20,000 Copies	7,000 Copies
Max. Throughput Speeds (Ltr/Legal)	17 cpm /13 cpm	13 cpm/INA	15 cpm/INA
Warm Up Time	< 42 Seconds	4.5 Seconds	INA
First Copy Speed	12 Seconds	13 Seconds	INA
Copy Resolution (dpi)	600 x 600 dpi	600 x 600 dpi	600 x 600 dpi
PAPER HANDLING			
Copier Memory Capacity (Std./Max.)	16MB	16MB	32MB
Document Output Size	Up to 8.5" x 14"	Up to 8.5" x 14"	Up to 8.5" x 14"
Document Feeder Type/Capacity	Std ADF/30 Sheets	Opt.; Std 30-sheet ADF; Std 30-sheet ADF	Std 50-sheet ADF
Standard Paper Capacity	250 Sheets x 1	500 Sheets x 1	125 Sheets
Bypass Capacity	1 Sheet	100 Sheets	10 Sheets
Optional Paper Capacity	Not Applicable	Not Applicable	Not Applicable
Maximum Paper Capacity/Sources	250 Sheets/1	600 Sheets/2	135 Sheets/2
Duplex Capability	Manual	Manual	Manual
Paper Weight (Tray / Bypass)	16 to 24 lb./16 to 43 lb.	17 to 20 lb./15 to 32 lb.	16 to 24 lb./16 to 43 lb.
OTHER FEATURES			
Multi-copy Capacity	Up to 99	Up to 99	Up to 99
Electronic Sorting	Standard	Standard	Standard
Zoom Range (Platen)	25 to 400% (1%)	50 to 200% (1%)	25 to 400%
Preset Reduction/Enlargement	Yes (5R/4E)	Yes (3R/2E)	INA
PRINTER CAPABILITY			
Max. Print Speed	17 ppm	13 ppm	15 ppm
Max. Print Resolution	600 x 600 dpi	600 x 600 dpi; 2400 x 600 dpi	1200 x 1200 dpi
Max. Document Size	8.5" x 14"	8.5" x 14"	8.5" x 14"
Standard/Maximum Printer Memory	8MB Shared	2MB Shared	Shared
Compatibility	IBM PC	IBM PC	IBM PC
Supported PDLs	Windows GDI (host-based)	Windows GDI (host-based)	PCL6, PS2 Emulation
PRINTER/NETWORK INTERFACES			
IEEE1284 Parallel	Standard	Standard	Standard
USB	Standard (1.1)	Standard	Standard (2.0)
Ethernet 10/100BaseT	Not Applicable	Optional	INA
SCANNER CAPABILITY			
TWAIN-compatibility	Standard	Not Applicable	Standard
Color Scanning	Standard	Not Applicable	Standard
Resolution	600 x 600 dpi (4800 x 4800 dpi Enhanced)	Not Applicable	600 x 600 dpi (9600 x 9600 dpi Enhanced)
Scan to E-mail	Not Applicable	Not Applicable	Yes
FAX CAPABILITY			
Scanning Type	Flatbed/Sheetfed Color CCD	CIS	Flatbed/Sheetfed
Compression Method	MH/MR/MMR/JPEG (Color)	MH/MR/MMR/JBIG	INA
Modem Speed	33.6 Kbps	33.6 Kbps	33.6 Kbps
Standard/Maximum Page Memory	4MB Shared	4MB Shared	2MB
Transmission/Scanning Speed (Seconds)	3/8	3/INA	3/INA
Quick/Speed/Group Dials	10/90/1 (99)	12/100/111 (122)	7/120/110
Platen Faxing	Standard	INA	Standard
Remote Programming	Standard	INA	INA
CONSUMABLES			
Toner Yield	3,500 Pages (@ 5%)	5,300 Pages (@ 6%)	2,000 Pages (@ 5%)
Drum Yield	Incl. in Toner Ctrdg	24,000 Pages	Incl. in Toner Ctrdg
Developer Yield	Not Applicable	Not Applicable	Not Applicable

*Fax standard on Canon iR 1370F only.

Manufacturer Model #	Ricoh AC104	HP LJ 3300mfp Series	Sharp AL-1641CS
Introduction	July 2004	March 2002	October 2003
Suggested Retail Price	\$499	\$699 (3300mfp, Est. Street)	\$499 (Est. Street)
Multifunctional Modes	Standard: Copy/Print/Color Scan/Fax	Standard: Copy/Print/Color Scan/Fax* Optional: Network Print**	Standard: Copy/Print/Scan
Maximum Monthly Volume	2,000 Copies	10,000 Copies	3,000 Copies
Max. Throughput Speeds (Ltr/Legal)	17 cpm/13 cpm	15 cpm/INA	16 cpm /INA
Warm Up Time	< 42 Seconds	INA	None
First Copy Speed	12 Seconds	10 Seconds	9.6 Seconds
Copy Resolution (dpi)	600 x 600 dpi	600 x 600 dpi	600 x 600 dpi
PAPER HANDLING			
Copier Memory Capacity (Std./Max.)	16MB	32MB/96MB	8MB
Document Output Size	Up to 8.5" x 14"	Up to 8.5" x 14"	Up to 8.5" x 14"
Document Feeder Type/Capacity	Std ADF/30 Sheets	Opt. ADF/50 Sheets***	Std ADF/30 Sheets
Standard Paper Capacity	250 Sheets x 1	250 Sheets x 1	250 Sheets x 1
Bypass Capacity	1 Sheet	10 Sheets	50 Sheets
Optional Paper Capacity	Not Applicable	Not Applicable	Not Applicable
Maximum Paper Capacity/Sources	250 Sheets/1	260 Sheets/1	300 Sheets/2
Duplex Capability	Manual	Manual	Auto (1:2)
Paper Weight (Tray / Bypass)	16 to 24 lb./16 to 43 lb.	16 to 42 lb./INA	15 to 24 lb./14 to 34 lb.
OTHER FEATURES			
Multi-copy Capacity	Up to 99	Up to 99	Up to 99
Electronic Sorting	Standard	Standard	INA
Zoom Range (Platen)	25 to 400% (1%)	25 to 400% (1%)	25 to 400% (1%)
Preset Reduction/Enlargement	Yes (5R/4E)	INA	Yes (3R/2E)
PRINTER CAPABILITY			
Max. Print Speed	17 ppm	15 ppm	12 ppm
Max. Print Resolution	600 x 600 dpi	1200 x 1200 dpi	600 x 600 dpi
Max. Document Size	8.5" x 14"	8.5" x 14"	8.5" x 14"
Standard/Maximum Printer Memory	8MB Shared	Shared	Shared
Compatibility	IBM PC	IBM PC	IBM PC
Supported PDLs	Windows GDI (host-based)	PCL 6, PS2 Emulation	Windows GDI (host-based)
PRINTER/NETWORK INTERFACES			
IEEE1284 Parallel	Standard	Standard	Standard
USB	Standard (1.1)	Standard (1.1)	Standard
Ethernet 10/100BaseT	Not Applicable	Optional	Not Applicable
SCANNER CAPABILITY			
TWAIN-compatibility	Standard	Standard	Standard
Color Scanning	Standard	Standard	Not Applicable
Resolution	600 x 600 dpi (4800 x 4800 dpi Enhanced)	600 x 600 dpi (9600 Enhanced)	1200 x 600 dpi
Scan to E-mail	Not Applicable	Not Applicable	Not Applicable
FAX CAPABILITY			
Scanning Type	Flatbed/Sheetfed Color CCD	INA	Not Applicable
Compression Method	MH/MR/MMR/JPEG (Color)	INA	Not Applicable
Color Fax Transmission	Standard	INA	Not Applicable
Modem Speed	33.6 Kbps	33.6 Kbps	Not Applicable
Standard/Maximum Page Memory	4MB Shared	300 Pages	Not Applicable
Transmission/Scanning Speed (Secs)	3/8	3/INA	Not Applicable
Quick/Speed/Group Dials	10/90/1 (99)	10/275/225	Not Applicable
Platen Faxing	Standard	INA	Not Applicable
Remote Programming	Standard	INA	Not Applicable
CONSUMABLES			
Toner Yield	3,500 Pages (@ 5%)	2,500 or 3,500 Pages	4,000 Pages (@ 5%)
Drum Yield	Incl. in Toner Ctrdg	Incl. in Toner Ctrdg	18,000 Pages
Developer Yield	Not Applicable	Not Applicable	Not Applicable

*Fax standard on HP LJ 3330mfp only. **HP LJ 3320n is network-ready. ***HP LJ 3320mfp/3320n/3330mfp offer standard 50-sheet

Ricoh AC104

SALES STRATEGIES

The AC104 is designed to provide you with the opportunity to increase your share of the important Segment 1 market. It is within this market segment that you will begin to build "brand" loyalty, which ensures your presence when the time comes to upgrade hardware, perhaps to Segment 2 or beyond.

Your sales strategy should be to focus on the Ricoh AC104's all-in-one multifunctionality, with simple plug-and-play operation that enables end-user installation and maintenance. As a user-friendly copier/printer/color scanner/fax solution, you should encourage prospects to take full advantage of the AC104's wide range of standalone and PC-connected capabilities.

Asking the Right Questions

While no two sales situations are identical, one task remains the same... you must uncover your prospect's exact application needs. Part of that process is determining how they currently create and distribute documents. In other words, you must understand their document workflow. Once you understand your prospect's document workflow, you will be able to match the Ricoh AC104's capabilities to their specific requirements. Below are probing questions designed to help guide you in this critical process...

Document Workflow	
Creation	<ul style="list-style-type: none">■ What types of documents do you create... reports, presentations, general correspondence, etc.?■ How are these documents created, in hardcopy or electronic form... or a combination?■ What software is used to create the original documents?■ Are documents black & white, color, or a combination?■ Do you use scanning software to convert hardcopy documents into electronic form?
Production	<ul style="list-style-type: none">■ Copier-centric questions<ul style="list-style-type: none">◆ How many users are accessing the copier?◆ How far do users have to travel to make a copy?◆ How many pages do your copy jobs consist of?◆ How many copy jobs are output per day?◆ How many people are involved in the creation of your documents?◆ Do you copy non-standard size documents, like ID cards, receipts or 3D objects?■ Printer-centric questions<ul style="list-style-type: none">◆ What computer operating system do you use?◆ How many print jobs are output per day?◆ Do you need high-resolution prints?
Distribution	<ul style="list-style-type: none">■ How are documents distributed, via hard copy (mail, fax, overnight delivery, intra-company delivery service) and/or e-mail?■ How many faxes do you send per day?■ Are the faxes letter- or legal-size... or a combination?■ Are faxes sent locally, long distance and/or internationally?■ How many people will use the fax function?■ Would you find it helpful to consolidate copy, print, color scan and fax applications in a single device?

Targeting the Right Prospects

Another piece to the sales puzzle is determining the ideal Ricoh AC104 prospect, those that will welcome new state-of-the-art Segment 1 MFP technology. They will typically fall into the following three groups...

	The Opportunities	Ricoh AC104 Solution	Key Decision Makers
Small Business 1 to 4 Users	<ul style="list-style-type: none"> ■ Replace Analog/ 1st - generation Digital Systems ■ First-time Buyers ■ Budget-conscious 	<ul style="list-style-type: none"> ■ Affordable MFP Solution ■ Digital Technology ■ Ease-of-Use ■ Flatbed & Sheetfed Copier ■ Standard Print/Color Scan/Fax ■ Compact Desktop Design 	<ul style="list-style-type: none"> ■ Owners ■ Partners

	The Opportunities	Ricoh AC104 Solution	Key Decision Makers
Small Workgroups 1 to 3 Users	<ul style="list-style-type: none"> ■ Replace Standalone Fax ■ Supplemental Printer ■ Replace Desktop Scanners 	<ul style="list-style-type: none"> ■ High Speed Fax ■ High Quality Laser Printer ■ Color Scanner ■ Compact Desktop Design 	<ul style="list-style-type: none"> ■ Purchasing ■ General Managers ■ Directors ■ IT Managers ■ Department/Workgroup/ Office Managers

	The Opportunities	Ricoh AC104 Solution	Key Decision Makers
Business Personal	<ul style="list-style-type: none"> ■ Replace Analog/ 1st - generation Digital Systems ■ First-time Buyers ■ Budget-conscious 	<ul style="list-style-type: none"> ■ Affordable MFP Solution ■ Digital Technology ■ Ease-of-Use ■ Flatbed & Sheetfed Copier ■ Standard Print/Color Scan/Fax ■ Compact Desktop Design 	<ul style="list-style-type: none"> ■ Executive ■ Entrepreneur ■ Individual

Ricoh AC104

Understanding Horizontal and Vertical Markets

From a marketing standpoint, you can categorize specific applications and documents in one of two ways:

1. Vertical Markets

Vertical market applications/documents are specific to a given industry.

Examples include:

- Medical: HMOs, Hospitals, Medical Device/Pharmaceutical Companies
- Education: K-12, Universities, Learning Centers
- Financial: Banks, Investment Firms, Mortgage Firms

2. Horizontal Markets

Horizontal applications/documents are found in virtually all companies regardless of industry type.

Examples include:

- Accounting/Purchasing
- Human Resources
- Sales and Marketing

There are advantages to a vertical market sales approach. However, it's also important to consider horizontal markets since like-industries have similar departments. For example, let's say you've decided to focus your Ricoh AC104 sales efforts on the financial industry. While this industry specializes in different core areas, for example, corporate accounting, investment banking, mortgages, etc., they all have general business applications in common, such as invoicing, purchasing, applications and contracts. After analyzing your prospect's specific applications, determine which Ricoh AC104 features and benefits will best manage those applications.

Accounting/Purchasing

Document Type	Ricoh AC104 Solution
Invoices	<ul style="list-style-type: none">■ Up to 17-ppm Print Speed provides an efficient method of quickly producing invoices.■ User-friendly Printer Drivers support popular utilities such as Watermarks, Custom Watermarks (i.e., OVER-DUE, PAID, etc.), Overlays, Resolution, Scaling, Favorites, Help, etc.
Request for Proposal (RFP)	<ul style="list-style-type: none">■ Using the Serial Broadcast function, users can transmit RFPs to up to 99 vendors automatically, which saves time by eliminating the onerous task of manually dialing to each location.

Human Resources

Document Type	Ricoh AC104 Solution
Compensation Correspondence (Salary, Pensions and Benefits)	<ul style="list-style-type: none">■ Precision Laser Printing, with 600-dpi Resolution, ensures a professional look to important correspondence, whether communicated internally or externally.
Orientation Schedules	<ul style="list-style-type: none">■ Print, Copy and Fax new employee training schedules, all from a single device.

Sales and Marketing

Document Type	Ricoh AC104 Solution
Proposals	<ul style="list-style-type: none">■ TWAIN Color Scanning, with 256 Level Grayscale, enables users to incorporate graphics or photos into a proposal, adding interest and improving readability.
Full Color Illustrations	<ul style="list-style-type: none">■ Using Color Fax Transmission, brochures, advertisements, and other color marketing materials can be communicated to the sales force and customers.
General Correspondence	<ul style="list-style-type: none">■ Dual Access means no one is left waiting to use the fax. An outgoing fax can be scanned to memory as another is printing!■ Up to 17-ppm Print Speed maximizes user productivity when general business documents are copied, printed or received via fax.

Ricoh AC104

THE DEMONSTRATION

In the sales cycle, the demonstration follows a successful meeting where your customer's specific application needs have been identified. Contact with the key decision-maker has been made and the only step that remains, prior to closing the sale, is the demonstration.

The following tips are designed to start you on the right track and better prepare you to demonstrate the Ricoh AC104 in a professional and knowledgeable manner. Add enthusiasm and confidence to the demo and you will enjoy success in selling the most exciting Segment 1 system on the market today.

Demonstration Tips:

- 1. Know the Ricoh AC104 inside and out.** Spend time working with the key features of the system in order to understand how particular applications are handled. Note: Also refer to the Ricoh AC104 Operating Training Exercises located in your launch kit.
- 2. Practice your skills** by demonstrating the system to your sales managers and peers.
- 3. Allow sufficient time** for equipment set-up, testing and programming.
- 4. Invite everyone involved** in a prospect's buying decision to the demo. Understand the application needs of each person attending and organize your presentation to address those needs.
- 5. Use your prospect's actual documents** for the demonstration or have demonstration originals available.
- 6. Stress benefits** related to the prospect's key copier needs and the incremental value of the other features and functions such as laser printing, color scanning and high-speed faxing.
- 7. Gain commitment** that the Ricoh AC104 will meet your prospect's expectations in terms of price, performance and reliability.
- 8. Close the sale!**

EDP CODES

Name/Description	EDP Codes
Ricoh AC104	411865
Accessories	
Telephone Handset Type 1018	410781
Supplies	
All-in-One Toner Cartridge Type 1175 Black	430477

Ricoh AC104

FREQUENTLY ASKED QUESTIONS

- Q: What is the best way to position the Ricoh AC104?
A: The best way to sell the Ricoh AC104 is as a strong copier-based multifunctional (MFP) designed for low-volume environments that also require print, scan (color/B&W) and fax capabilities. The ability to multi-task is the Ricoh AC104's strength, so users immediately boost productivity whether on a personal or small business/workgroup level.
- Q: Are there any options available for the Ricoh AC104?
A: The Ricoh AC104 is configured as a digital copier (flatbed & sheetfed), laser printer, color scanner and fax machine out-of-box, with a large 16MB memory to support all functions. The only option available is a telephone handset. The only supply is the All-in-One Toner Cartridge.
- Q: What is the yield of the starter All-in-One Toner Cartridge for the Ricoh AC104?
A: The Starter Toner Cartridge yields approximately 2,000 pages per cartridge*. Replacement cartridges yield 3,500 pages per cartridge*.
*Based on the ITU-T Test Chart #1 in Standard resolution (5% page coverage).
- Q: What is the standard/maximum paper capacity of the AC104?
A: The Ricoh AC104's standard (maximum) paper supply consists of a single 250-sheet front loading paper tray which holds letter- or legal-size paper. There is also a single sheet Bypass Tray for copying/printing on non-standard media, such as transparencies, labels, envelopes, etc.
- Q: What is the recommended Maximum Monthly Print Volume for the Ricoh AC104?
A: The Maximum Monthly Print Volume is rated at up to 2,000 prints, copies or fax receptions per month.
- Q: Can the Ricoh AC104's print function be shared on a network?
A: The Ricoh AC104 can be connected directly to a selected computer, which is called a "host computer," on a network, thus allowing the system to be shared by other users on the network through a Windows 9x, Me, 2000, XP or NT4.0 network printer connection.
- Q: Can the Ricoh AC104's built-in USB1.1 and IEEE1284 Parallel Ports be used simultaneously?
A: No. Only one port can be connected at one time.
- Q. What files are contained on the Printer/Scanner Drivers Type 101 CD-ROM?
A. CD-ROM contents are as follows:
 - Type 101 Driver (Printer/Scanner Driver)
 - Remote Control Panel (Fax Programming)
 - Operating Instructions (16 Languages: English, German, French, Italian, Spanish, Dutch, Portuguese, Russian, Norwegian, Swedish, Polish, Finnish, Hungarian, Danish, Czech, Simplified Chinese)
 - Adobe Acrobat Reader

Your All-in-One Imaging Solution

Engine Specifications

Imaging Process:	Laser beam scanning/marketing & electro-photographic printing. Dry, mono component toner development
Reading Element:	Flatbed with CCD array image-sensor
Configuration:	Desktop
Resolution:	600 x 600 dpi
Grayscale:	256 levels
Document Feeding:	30-sheet Automatic Document Feeder (ADF)
Paper Supply:	250-sheet Tray plus 1-sheet Bypass
Paper Weight:	16 - 24 lb. Bond (Paper Tray); 16 - 43 lb. Bond (Bypass Tray)
Output Tray Capacity:	150 sheets
Power Source:	100 - 127V, 50/60Hz, 5A
Dimensions (WxDxH):	18.7" x 17.2" x 16.4"
Weight:	28.8 lbs.

Copier Specifications

Warm-Up Time:	Less than 42 seconds
First Copy Speed:	12 seconds (Platen); 15 seconds (ADF)
Multi-Copy Speed:	Up to 17 copies/minute Letter
Original Type:	Sheet/Book
Original Size:	Up to 8.5" x 11" (Platen); Up to 8.5" x 14" (ADF)
Copy Size:	5.5" x 8.5" to 8.5" x 14"
Reproduction Ratios:	25%, 50%, 78%, 83%, 94%, 104%, 150%, 200%, 400% (Platen) 25%, 50%, 78%, 83%, 94% (ADF)
Zoom:	25 - 400% in 1% increments (Platen); 25 - 100% in 1% increments (ADF)
Memory Capacity:	16 MB Standard
Copier Features:	Auto Start Combine Originals (2 or 4 up) Electronic Sort Image Repeat Copy Photo Mode Poster Copy Scan Once Print Many

Facsimile Specifications

Circuit:	PSTN/PBX
Compatibility:	ITU-T (CCITT) G3
Resolution:	203 x 98/196, 300 x 300 dpi
Compression:	MH, MR, MMR; Color faxing: JPEG (Immediate transmission only)
Scanning Speed:	Approximately 8 seconds

Modem Speed:	33.6 Kbps
Transmission Speed:	G3: 3.0 seconds*, **
Page Memory:	4 MB (320 pages*)
Fax Features:	Direct Fax Number Entry Dual Access Forwarding Page Count Quick Dial (10)/Speed Dial (90)/Group Dial (1)
	Send Later Serial Broadcasting Telephone Directory

*Based on ITU-T Test Chart #1 in standard mode.

**Approximately 3 seconds per page at 33.6 Kbps is dependent on optimal line quality. Customer performance may vary by location.

Printer Specifications

Print Speed:	17 PPM
Interface*:	USB 1.1; IEEE1284 Parallel Port
RAM Memory Capacity:	8 MB Standard
PDL:	GDI
Resolution:	300 x 300 dpi/600 x 600 dpi
System Requirements:	USB 1.1: Windows 98/2000/Me/XP IEEE1284 Parallel Port: Windows 95/98/2000/NT4.0/Me/XP

*USB and IEEE1284 are not simultaneously supported.

Scanner Specifications

Scanning Device:	Color CCD
Resolution:	600 dpi
Compatibility:	TWAIN standard
Scan Modes:	Line Art (1 bit); Halftone (1 bit); Grayscale (8 bit); Color (24 bit)
Maximum Original Size:	8.5" x 11" (Platen); 8.5" x 14" (ADF)
PC Interface*:	USB 1.1; IEEE1284 Parallel Port

*USB and IEEE1284 are not simultaneously supported.

TWAIN Driver & PC Requirements

Operating System:	Windows 95/98/2000/NT4.0/Me/XP
Memory:	64 MB or more
CPU:	233 MHz
HDD:	More than 120 MB of disk space is required

Ricoh Consumables: For maximum performance and yield, we recommend using genuine Ricoh parts and supplies. Specifications and external appearance subject to change without notice.

RICOH®
Image Communication

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