

Ricoh Launch Announcement

February 2012

OVERVIEW

PRODUCT NAME:

Aficio MP C3002/C3502

AVAILABILITY DATE:

February 29, 2012

Pricing (MSRP):

MP C3002 - \$12,500

MP C3502 - \$14,900

Refer to [DealerSource](#) for pricing details.

TOOLS/RESOURCES:

Brochure
Sales Information Guide
Launch Presentation
Compatible Solutions
Common Features Guide
Common Features Matrix

Visit [InfoCenter](#) for all product materials.

CONTACTS:

For any questions or support, please contact your DBM.

Ricoh Aficio MP C3002/C3502

Ricoh Americas Corporation is pleased to introduce the new Aficio MP C3002/3502 Color MFPs with the new services led platform. This exciting new platform transforms our printers and MFPs allowing greater compatibility with new workflow solutions and services. These new models will replace the Aficio MP C3001/3501 models. These devices offer an I-Style design, a Customizable Home Screen, Mobile Printing Support, standard security features and a host of new features plus optional finishing that makes them a perfect solution for most office environments.

PRODUCT OVERVIEW:

The new Aficio MP C3002/3502 Color MFPs offer standard copy, print and scan capability (both color and monochrome scanning). They feature 30 and 35-ppm output speeds with a host of new features including: Standard USB/SD Card slot that enables Scan-to and Print-from-USB/SD Cards. These devices can be upgraded to include G3 fax capability (including features such as Internet, LAN and IP-Faxing), and fax line sharing with a Remote Fax Connection Option.

WHAT'S NEW AND DIFFERENT?

- Customizable Home Screen
- Optional Web Browser allows access to Cloud Based Solutions like our Integrated Cloud Environment and Hotspot Printing
- Mobile Print Support for IOS 4.2 devices
- @Remote Device Manager NX series*
- New Color Profile support
- Bates Stamping
- Scan to PDF/A digitally signed PDF
- Scheduled Print
- Fax Connection Option (sharing one fax line with up to 6 MFPs)
- Standard DOSS and HDD Encryption functionality
- Home folder over LDAP for Scanning
- Newly designed Advanced Fusing System

*Target Availability Q2 2012

POSITIONING:

The strategic goal for the Aficio MP C3002/3502 Color MFP series is to allow us to maintain our #1 Market share for Color MFPs, and enhance Ricoh's competitiveness by bridging the gap between the conventional office user and the color-intensive user. Our goal is also to surpass the needs of customers that require mobile printing support, access to cloud based solutions, as well as a need for a robust and flexible device management solution. The Aficio MP C3002/3502 Color MFP Series is poised to meet these demands and is a critical component of our services led initiatives.



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STANDARD FEATURES

- 30-ppm and 35-ppm speeds for both color and B/W
- 190 GB Hard Disk Drive
- 8.5" Color Tilttable Touch Panel Display
- Scheduled Print
- Auto Job Promotion
- Banner Page Print
- New Color Profiles
- 1000 User Codes
- External USB Keyboard Support

OPTIONAL FEATURES

- 550 sheets x 1, 550 sheets x 2, 1,200 sheets x 1 and 1000 x 2 sheets Paper Banks enable a maximum paper capacity of 4,400 sheets
- Fax option provides Super G3, Internet, LAN and IP-Faxing
- Output Options
 - Inner One-Bin Tray - separates output
 - Side Output Tray offers an additional output area
 - Internal Shift Tray offers an additional output area
 - 500 Sheet, 1,000 Stapling Finisher, or 1,000 sheet Booklet Finisher

PRICING:

See [DealerSource](#) for equipment and aftermarket pricing.

COMPETITION:

- ❖ The Ricoh Aficio MP C3002/3502 models compete primarily with the following:
 - Canon iRA C5030 and iRA C5035
 - Xerox WC7530 and WC7535
 - Konica Minolta Bizhub C280 and C360
 - Sharp MX-3110N and MX-3610N

SALES TRAINING:

The Sales Training Tutorial and Product Certification exam will be posted to [Ricoh Connects](#) for the Aficio MP C3002/3502 shortly.

SERVICE TRAINING:

Either the D023/D027/D037 or D086/D088/D104 certification are mandatory to take the self paced update. Service Professionals who have not previously achieved D023/D027/D037 or D086/D088/D104 series certification must attend the new D111/D143 series instructor-led training program.

If you have any questions regarding this or any other training, please visit the Ricoh University web site or contact Ricoh University at (973) 882-2200 or online at www.ricohuniversity.com

NEW PRODUCT DEMO ROOM PROGRAM:

To give Ricoh dealers a head start getting the Ricoh MP C3002/3502 Color MFP Series in front of their customers, Ricoh is offering a New Product Demo Program for all units ordered and shipped by March 31, 2012.

SHOWROOM PLAN:

The Showroom Plan makes it easy for you to place the MP C3002/3502 in your Demo Showroom(s) by offering 0% financing for 12 months. Dealers may order a maximum of one (1) unit for each sales location; the first of eleven (11) equal monthly installments is due sixty (60) days after shipment. iSuite Ordering Instructions: Input promotion code SHOWROOM and hit apply. Terms will then be added by order processing.

QUICK START PLAN:

Unlimited quantity! Early payment discount – 5% discount for full payment within 60 days of shipment. The number of orders that may be placed under the Quick Start Plan is unlimited, so get your orders in by March 31, 2012. iSuite Ordering Instructions: Input promotion code QSTART and hit apply. Terms will then be added by order processing.

BROCHURES:

To order additional brochures, please use order #R3321. The price is \$13.50 per pack of 25.

Please visit the Ricoh InfoCenter for the most up-to-date sales support materials. Additional materials are available through the Ricoh Fulfillment Center at ricoh.tmpwdirect.com.

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