



# RICOH Launch Announcement

December 2016

## OVERVIEW

### PRODUCT NAME:

MP C6503/MP C8003

### AVAILABILITY DATE:

December 1, 2016

### Pricing (MSRP):

MP C6503 - \$37,775

MP C8003 - \$48,215

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

### TOOLS/RESOURCES:

- Brochure
- Sales Information Guide
- Launch Presentation
- Intro Sales Video
- iBrochure
- Product Configurator
- Common Features Guide
- Common Features Guide Matrix

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

### CONTACTS:

For any questions or support, please contact your DBM.



## RICOH MP C6503/MP C8003

Ricoh USA, Inc. is pleased to introduce the launch of new MP C6503 / MP C8003 series to serve as the replacement models for the MP C6002SP / MP C8002SP. These exciting new full color MFP's utilize Ricoh's new **Workstyle Innovation Technology** platform designed to help integrate multiple processes and simplify complex tasks across an office and throughout an organization.



### PRODUCT OVERVIEW:

The MP C6503/MP C8003 series deliver fast print speeds of 65 & 80 ppm Full Color and Black & White designed to help customers turn around their color intensive jobs faster, while providing crisp image quality, media flexibility, advanced security and eco-friendly features. The standard intuitive Smart Operation Panel with NFC connectivity improves overall user operability and is equipped to support the needs of today's mobile office with the power to tackle larger workflows in house.

### KEY FEATURES:

#### SOME FEATURES LISTED BELOW REQUIRE ADDITIONAL OPTIONS IN ORDER TO WORK

- Standard 10.1" Smart Operation Panel utilizing RICOH's new Workstyle Innovation Technology
- Customizable operation panel with a new User interface as well as Quick User and Classic Interfaces
- New Application Site allows administrators to browse, download, install and update single function apps on their own
- 4 GB standard/maximum RAM memory
- Dual 320 GB hard disk drives (HDDs) with standard DOSS and Encryption
- 120ipm Simplex / 220ipm Duplex Scanning Speed
- Banner Sheet Printing
- Built-in Near Field Communication (NFC) capabilities for hands-free authentication and mobile access
- Device can connect to two different networks simultaneously with the optional USB Device Server
- Reduced recovery time from Sleep Mode
- Improved TEC values and a EPEAT Gold Rating
- New robust Plockmatic 350-m & GBC StreamPunch Ultra MP finishing options

### POSITIONING:

The MP C6503/MP C8003 series is designed for high volume color office users with 11" x 17"/A3 and larger media handling, along with advanced finishing and/or complex workflows. **There will not be a Fiery Controller offered on these new models. Customers requiring a Fiery Controller will either have to step down to the MP C6004 or up to the Pro C5200S\***. The new series targets larger office workgroup and light production environments. These new models provide a rich feature set that will enable you to target and replace competitive Color A3 MFP's as well as protect your existing accounts from competitive threats.

\*Pro C5200S target launch date January 2017.





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## STANDARD CONFIGURATION:

- 65/80-ppm Full Color & B/W printing speeds
- 10.1" Soft Key Smart Operation Panel with integrated USB/SD Card ports
- Copy/Print/Scan
- Standard NFC for mobile devices
- Auto Duplexing
- 220 Sheet Single Pass Document Feeder
- 1,250-sheet Tandem Tray, 2 x 550-sheet paper Trays, 100-sheet Bypass (3,700 sheet)
- 320 x 2 GB HDD
- 4GB RAM

## COMPATIBLE SOFTWARE AND CERTIFICATION SCHEDULE:

Refer to the Compatible Software & Certification schedule that is posted in [InfoCenter](#).

## PRICING:

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

## COMPETITION:

- Canon iRA C7260/C7270
- Konica Minolta bizhub C654e/C658e/C754e
- Xerox WC7970

## SALES TRAINING:

Sales training materials and the product certification exam are available on the Ricoh Learning Institute website at <https://ricohusa.csod.com>.

## SERVICE TRAINING:

Service professionals currently certified on the MP C6502/MP C8002 (D135/D136) will be certified upon successfully completing the MP C6503SP Pro C5200 (D257/D260) Series Self Pace update course and exam.

Service professionals who are not currently certified on the MP C6502/MP C8002 series (D135/D136) will be certified on the MP C6503/MP C8003 series (D257/D258) upon successfully completing the newly updated MP C6503 Family Instructor Led Training Course, which also includes the previous models.

If you have any questions regarding this or any other training, please visit the Ricoh Learning Institute website or call (973) 882-2200.

## End User (Customer) Training:

End user (customer) training which is included with the purchase will be provided through the How-to Videos and can be located at [http://www.tsrc.ricoh-usa.com/public/customer\\_videos/](http://www.tsrc.ricoh-usa.com/public/customer_videos/)

## NEW PRODUCT DEMO ROOM PROGRAM:

To give Ricoh dealers a head start getting the MP C6503 / MP C8003 Series in front of their customers, Ricoh is offering a New Product Demo Program for all units ordered and shipped by December 31, 2016.

## SHOWROOM PLAN:

The Show Room Plan makes it easy for you to place the MP C6503 / MP C8003 Series in your product showroom(s) with payment terms of 0% Financing for 12 months. Dealers may order a maximum of one (1) unit each per sales location; the first of eleven (11) equal monthly installments is due sixty (60) days after shipment. MyRicoH ordering instructions: input promotion code SHOWROOM and select Update.

## QUICK START PLAN:

Unlimited quantity! Early payment discount: 5% for 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 December 31, 2016. MyRicoH ordering instructions: input promotion code QSTART and select Update. Terms will then be added by order processing.

## BROCHURES:

To order additional brochures, please use order number # R3720-C. The price is \$9.60 per pack of 10.

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](http://ricoh.tmpwdirect.com)

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