

Product Information Guide

IM C300, IM C300F,
IM C400F, IM C400SRF



RICOH
imagine. change.

Introduction..... **3**

 About this guide..... 4

Product overview **5**

 Product snapshot..... 6

 New and enhanced features..... 7

 Key selling points 14

Market snapshot..... **16**

 Market snapshot..... 17

 Sales strategy 18

FAQ..... **19**

 Frequently Asked Questions (FAQ)..... 20

Option compatibility **22**

 Option compatibility..... 23

Introduction



About this guide

This product information guide provides you with an overall presentation of the Ricoh colour A4 multifunction products (MFPs) IM C300, IM C300F, IM C400F, IM C400SRF. It's a reference tool for sales managers and salespeople who sell these devices.

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

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



Product overview



RICOH
imagine. change.

Product snapshot

The **IM C300F**, **IM C400F**, and **IM C400SRF** are A4 colour MFPs that provide copy, print, scan, and fax as standard. The **IM C300** is an A4 colour MFP that provides copy, print, and scan as standard.

These devices are 'Intelligent MFPs', providing added-value to customers via the latest RICOH Always Current Technology, RICOH Intelligent Support, and RICOH Smart Integration offerings.

All the devices are capable of high resolution printing at 1,200 x 1,200 dpi, and have print speeds of up to 43 ppm depending on the model. They also come with a Single-Pass Document Feeder (SPDF) as standard for faster scanning of multi-page documents.

Navigation is made easy with the latest (G2.5) 10.1" Smart Operation Panel, which comes with an updated user interface (UI) and smoother touch operation.

The advanced GWNX controller provides enhancements over the previous devices, such as support for Google Cloud Print, Shiny Materials Mode, and other improvements.

The IM C300 and IM C300F come with a maximum input capacity of 2,000 sheets via optional paper banks, while the IM C400F and IM C400SRF offer a maximum capacity of 2,300 sheets for busy work environments.

Additionally, the IM C400F and IM C400SRF support high yield toners for lower Cost Per Page (CPP), while the IM C400SRF comes with a built-in internal stapler finisher for improved productivity and convenience.

Up to 43 ppm

10.1" Smart Operation Panel

RICOH Always Current Technology

RICOH Smart Integration

RICOH Intelligent Support



New and enhanced features

These devices come with a range of new and enhanced features to meet the needs of customers and the modern digital workplace.

RICOH Always Current Technology

With work styles and technology evolving so rapidly, customers are expecting devices that are agile and ready to meet their ever-changing business needs.

Now, with RICOH Always Current Technology, we can respond rapidly via periodic downloadable updates, ensuring that our customers' devices are always equipped with the latest features.

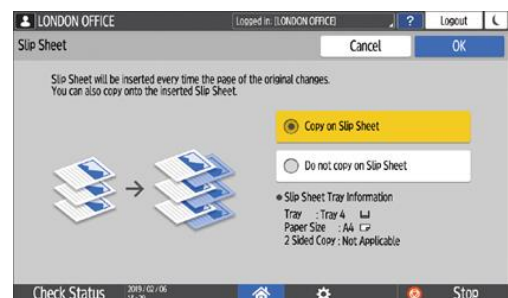
And, in the essence of responsive design, we will continue to add functionality that is specific to varying industries and business workflows.

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

Regardless of when a device is purchased, if it supports RICOH Always Current Technology, it can always be kept up to date with the latest features and functionalities. Customers can choose to have the updates installed automatically or, should they prefer, manually from the Application Site.

At the time of launch, these MFPs are loaded with the latest features of RICOH Always Current Technology. The main new features and improvements are:

- ▶ **Enhanced UI for the Settings screen**—the enhanced UI makes it easier to navigate the System, Paper Tray, Copy/Document, Fax, Printer, Scanner, Maintenance, Inquiry and Counter Settings
- ▶ **Address Book management function**—improvements include consolidation of settings on the top screen, ability for addresses to be sorted by category, and clearly marked required information fields
- ▶ **New Smart Copy features**— the new copy features added are Reserve Copy (Job Preset), Image Repeat, and Slip Sheet
- ▶ **Reception File Storage Location**— this feature has been added to Fax Settings, enabling customers to choose whether fax messages are stored in fax memory or on the hard disk.



Note: Some features are dependent on the engine's capability. Contact your local sales company for more information.

RICOH Smart Integration

RICOH Smart Integration enables customers to integrate their office devices with cloud services. It provides easy-to-use apps to connect supported devices to popular third-party cloud services, so that important information becomes instantly accessible, ready to use and share.



Customers undergoing digital transformation will be able to get more out of their devices, and work faster, smarter and more cost-effectively.

RICOH Smart Integration provides a new subscription business model which gives customers quick access to the latest app versions with no need for high upfront costs. They can get started quickly and easily.

RICOH Smart Integration apps are for SMB (small to medium business) customers and specific industries.

The apps portfolio is growing rapidly, and new workflow integrations are completed by Ricoh's committed team of developers on an on-going basis.

RICOH Intelligent Support

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

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



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

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

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

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

Lastly, the Advanced Remote Mobile System (ARMS) gives field technicians all the technical information they need about a device before they arrive at the customer's location. The information, based on data from @Remote, is delivered to a mobile-friendly website and promotes faster issue resolution and first-time fix.

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

New Smart Operation Panel

These devices come with a new generation (G2.5) 10.1" Smart Operation Panel that provides a host of new features and enhancements for better usability and user comfort.

Among the main improvements is a new bezel design with optimised thickness that maximises screen real estate, while ensuring structural strength of the Smart Operation Panel. The narrower bezel also makes it easier for users to press the soft keys that are located at the edge of screen.

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

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

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

Almost all the application UI, including User Tools, Address Book Management, and Error Screen are also Ricoh native to provide consistent operability across multiple Ricoh devices—once you've learned to use one device, you can use them all.



Productivity and reliability improvements

These devices have been updated to help customers improve their productivity and excel in their daily operations. All the devices come with fast print and copy speeds, with the IM C400F and IM C400SRF in particular boasting a faster print speed of 43 ppm compared with 40 ppm in the previous devices.

The IM C400F and IM C400SRF also come with a larger 550-sheet standard input tray and support up to three optional 550-sheet paper feed units. In comparison, the previous devices had a smaller 250-sheet standard tray and supported up to 2 optional 500-sheet paper feed units.

Similar to the IM C400F and IM C400SRF, the IM C300 and IM C300F support up to three optional 550-sheet paper feed units but they have 250-sheet standard tray.

The MFPs also come with an SPDF with optional Page Keeper, which is a double feed detection unit that prevents more than one page from being scanned at a time. The Page Keeper is useful for customers who frequently scan multiple-page documents.

The IM C400F and IM C400SRF support high yield toner cartridges for lower CPP and also to ensure the devices stay productive for longer.

Additionally, these MFPs are highly durable for busy print environments thanks to the improved 450,000-sheet and 600,000-sheet total document output for the IM C300/C300F and IM C400F/C400SRF respectively.



Internal stapler finisher

The IM C400SRF comes with a built-in internal stapler finisher with a maximum staple capacity of 50 sheets and output capacity of 250 sheets, to improve productivity as well as the quality and consistency of presented documents.

It is ideal for customers who have limited office space because the IM C400SRF's compact size allows the device to be placed on office desks, giving users quick and easy access to stapled documents.



Enhanced controller features

These MFPs are powered by an advanced GWNX controller that provides the latest features for users to work smarter and achieve better results. These include improved support for High Compression PDF for more defined scan quality at a smaller file size, as well as Blank Page Removal, which eliminates unnecessary printing of blank pages.

They also come with the Shiny Materials Mode, which allows users to scan shiny and reflective materials such as jewellery and keys with better results.

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



Users will be able to easily connect to the MFPs in a variety of ways, including Mopria, AirPrint, and RICOH Smart Device Connector for mobile printing from Android and Apple devices.

The MFPs are also Google Cloud Print-ready, which allows users to print directly to the devices over the cloud without having to install printer drivers on their computing or mobile device. This eliminates the need to buy, deploy, and manage additional hardware and software.

product overview

Meanwhile, IT managers can use the Restrict Application feature to disable certain features on the MFPs as a cost control measure.

Other notable improvements are Recommended Settings, which stores users' frequently-used copy and scan settings for a more streamlined workflow.

Additionally, users can now choose to enable or disable the Correct Vertical Direction Using Scanned Text Direction feature. This feature automatically detects the top and bottom edge of documents but can sometimes wrongly detect documents with handwriting. The new version enables users to switch the feature on or off depending on requirements.

Better usability

The Smart Operation Panel on these MFPs comes with a wider tilt angle, giving users more flexibility to adjust it to make the screen more visible.

Usability has also been improved thanks to the power switch which is now located on the front cover of the devices.



Key selling points

This section outlines the key selling points and benefits of these devices.

Improved productivity

Users will be able to get more work done in a shorter amount of time thanks to several enhancements that improve productivity.

- ▶ **Faster print speed** of 43 ppm for the IM C400F and IM C400SRF
- ▶ **New controller features** to meet the demands of the modern workplace
- ▶ **SPDF with optional Page Keeper (double feed detection)** to handle large scanning jobs much faster and efficiently
- ▶ **Larger 550-sheet standard input tray** for the IM C400F and IM C400SRF
- ▶ **Up to three optional 550-sheet paper feed units** can be installed
- ▶ **Built-in internal stapler finisher** (IM C400SRF) improves productivity as well as the quality and consistency of presented documents



Smart and easy to use

These MFPs come with the latest digital technologies and usability features that enable users to work smarter and continue to get the best out of their device investment.

- ▶ **10.1" Smart Operation Panel (G2.5)** has a wider tilt angle and provides a host of new features and enhancements for better usability and user comfort
- ▶ **RICOH Always Current Technology** ensures devices support the latest features and functionalities
- ▶ **RICOH Smart Integration** connects the devices to cloud workflows to help customers work faster, smarter, and more cost effectively
- ▶ **RICOH Intelligent Support** provides always-on device intelligence and fast access to support
- ▶ **Mopria, AirPrint, and RICOH Smart Device Connector** support for mobile printing from Android and Apple devices
- ▶ **Google Cloud Print** allows the devices to be shared on the cloud platform using a Google account
- ▶ **Power switch** is now located on the front cover for easier operation



Better reliability

Improvements have been made to ensure that these devices are more durable, especially for customers in busy work environments.

- ▶ **Higher total document output** of 450,000 sheets (IM C300/C300F) and 600,000 sheets (IM C400F/C400SRF)
- ▶ **High-yield toner** for IM C400F and IM C400SRF provides lower CPP and maximum uptime



Market snapshot



RICOH
imagine. change.

Market snapshot

According to International Data Corporation (IDC), the worldwide market for A4 colour MFPs has been growing and is forecast for continued growth in the near future.

For example, the Compound Annual Growth Rate (CAGR) for A4 colour devices above the USD1,000 price point is 4.8% from 2016 to 2021.

In the 21–30 ppm segment, the market is estimated to increase by 1.2%, while the 31–44 ppm segment will grow by 6.4%.

In terms of market share for A4 colour MFPs in Europe, Ricoh is number one with 28% share, followed by Konica Minolta (21%) and Canon and Kyocera (15% each).



Sales strategy

The main launch objective of these MFPs is to strengthen our position and expand our Machines In Field (MIF) in the growing A4 colour market.

Our sales strategy for these devices is to focus on these key areas when approaching customers:

Better efficiency

These devices deliver better efficiency via:

- ▶ Faster print speed of 43 ppm for the IMC400F and IM C400SRF compared with 40 ppm in the previous devices. This translates to less waiting time at the device for high volume users.
- ▶ Higher 550-sheet standard tray capacity for the IMC400F and IM C400SRF, which means less time is needed for replacing paper
- ▶ Built-in finisher with the IM C400SRF gives customers the choice to pick a device that best suits their output needs.

Improved reliability

Customers who have higher total document volume requirements will appreciate that these devices come with:

- ▶ Support for up to three optional paper feed units that have a higher capacity of 550 sheets each.
- ▶ Higher total document output of 450,000 sheets and 600,000 sheets for the IM C300/C300F and IM 400F/C400SRF respectively, compared with 300,000 sheets with the previous devices.

Smooth usability

These Ricoh devices come with a range of sophisticated technology yet are easy to use thanks to these features:

- ▶ Support for RICOH Always Current Technology, RICOH Smart Integration, RICOH Intelligent Support, and G2.5 Smart Operation Panel provide a common platform and uniform user experience with larger Ricoh A3 MFPs.
- ▶ Larger tilt angle for the operation panel means these devices are ideal for various installation environments and accessibility needs.
- ▶ Power switch on the front cover makes it easier to operate the devices



FAQ



RICOH
imagine. change.

Frequently Asked Questions (FAQ)

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

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

A: These MFPs support a host of the latest Ricoh offerings such as RICOH Always Current Technology, RICOH Smart Integration, and RICOH Intelligent Support, which allow us to meet the ever-changing needs of customers.

They are also equipped with the latest Smart Operation Panel (G2.5) which offers a revamped user interface and smoother touch response.



In terms of media handling, these devices support up to 3 optional 550-sheet paper feed units compared with a maximum 2 optional 500-sheet paper feed units with the previous devices.

Additionally, the IM C400F and IM C400SRF come with a 550-sheet standard input tray compared with 250 sheets in the predecessors.

The IM C400F and IM C400SRF come with a faster print speed of 43 ppm compared with the previous MP C407SPF (40 ppm).

Other main differences include a higher total document output for increased reliability and high yield toner support for the IM C400F and IM C400SRF.

These new MFPs also support Google Cloud Print and Mopria, which allow the MFPs to meet the requirements of an increasingly mobile workforce.

Q: What is Shiny Materials Mode?

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

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

Q: Are there any requirements if a customer chooses to install three optional paper feed units?

A: Yes, customers need to purchase a caster table if they install a maximum three optional paper feed units. A caster table isn't needed if up to two optional paper feed units are installed.

Q: Do all models come with the internal stapler finisher?

FAQ

A: No, only the IM C400SRF comes with this convenient and space-saving finisher.

Q: Does the internal finisher support hole punching?

A: No, the internal finisher doesn't support hole punching.

Q: Is the high yield toner available with all the devices?

A: No, the high yield toner is only available for the IM C400F and IM C400SRF.



Option compatibility



Option compatibility

If you purchase	You must install	You cannot install
Paper Feed Unit PB1170	Caster Table Type M41—when max 3 paper feed units are installed	—
1 Bin Tray BN1040	—	Not available with IM C400SRF
Caster Table Type M41	—	—
Fax Option Type M41	—	—
Fax Connection Unit Type M41	Fax Option Type M41—for central device	—
Camera Direct Print Card Type M37	—	—
XPS Direct Print Option Type M41	—	—
PostScript3 Unit Type M41	—	—
IEEE 1284 Interface Board Type M19	—	IEEE 802.11a/g/n Interface Unit Type M19 File Format Converter Type M19 Device Server Option Type M37
IEEE 802.11a/g/n Interface Unit Type M19	—	IEEE 1284 Interface Board Type M19 File Format Converter Type M19 Device Server Option Type M37
Device Server Option Type M37	—	IEEE 1284 Interface Board Type M19 IEEE 802.11a/g/n Interface Unit Type M19 File Format Converter Type M19
Data Overwrite Security Unit Type M19	—	—
OCR Unit Type M13	—	—
File Format Converter Type M19	—	IEEE 1284 Interface Board Type M19 IEEE 802.11a/g/n Interface Unit Type M19 Device Server Option Type M37

Option compatibility

If you purchase	You must install	You cannot install
Page Keeper Type M28	—	—
NFC Card Reader Type M13	—	—
Counter Interface Unit Type M12	—	—
Unicode Font Package for SAP 1 Licence	—	—
Unicode Font Package for SAP 10 Licence	—	—
Unicode Font Package for SAP 100 Licence	—	—
VM Card Type M37	—	—

www.knowledge-ra.com

© 2019 Ricoh Asia Pacific Pte Ltd. All rights reserved.

Confidential — for internal distribution only.

Version 1.0

Issued:07/11/2019

RICOH
imagine. change.