

Color Business Report

Color, Computers, and Reprographics

May 2004

Volume 14 Number 5

Ricoh Pushes for Printer Sales

On April 26, 2004, **Ricoh Corporation** (West Caldwell, NJ) introduced the Aficio CL7100, a four-engine color laser printer that runs at 35-ppm in color and black and white. The 1200-dpi printer accommodates paper up to 12" by 18" and feeds weights up to 28 lb. bond through the main tray, and 90 lb. index through the bypass tray. Ricoh is selling the Aficio CL7100 in five configurations. The base printer has 128 MB of memory and two 500-sheet input trays. Duplex is optional on the base unit and on the "D" model, which has 256 MB of memory.

With prices that range from \$4,495 to \$6,740, Ricoh expects the CL7100 to help its dealers follow an "MFP plus P" placement strategy. The idea is that dealers will sell the CL7100 to customers who are acquiring monochrome or color MFDs. When dealers make such a sale, they gain important exposure to their customer's influential IT decision makers. (Ricoh is a licensee in HP's Web Jetadmin program, and Ricoh products are certified by HP to be Web Jetadmin-compliant. Ricoh's dealers have told us that Web Jetadmin compliance usually removes lack of compatibility as an objection.) Ricoh has had color printers in its line before, and, with desktop models due next month, will have color laser printers with prices as low as \$899. The CL7100 is

different, though, because it is priced high enough to get the attention of the dealer sales staff, and it is productive enough to be a shared-resource workgroup printer, so it should get the attention of potential customers, too.

Top Industry Trends

Ricoh executives discussed the company's product plans and marketing strategy at the Vision 2004 dealer meeting in Las Vegas, May 4 - May 7, 2004. Hede Nonaka, Vice President of Marketing, explained Ricoh's major strategic marketing initiatives in light of three principal industry trends.

New Relationships with IT. Copier sales were once completely in the domain of a company's facilities, administration, or purchasing groups. Now, with IT managers more confident about connecting MFDs to their networks, connectivity rates for MFDs are increasing. According to Nonaka, "That increasing confidence in MFDs, coupled with the changing connectivity rates, is opening doors, not only to new prospects, but also prompting the search for new revenue sources within a changing business model."

(continued on page 2)

This month in *Color Business Report* (see page 2 for contents):

Ricoh Pushes for Printer Sales 1

The Future is in Printing In addition to its own brand, Ricoh sells products under its Lanier, Savin, and Gestetner brands. With nearly 700 independent dealers, the massive IKON sales force, and direct sales through Lanier and its Ricoh branches, the company has enviable distribution. However, the channel's heritage is a copier heritage, and the future is in printing. Hear from top Ricoh executives about Ricoh's campaign to make printers its second core business 2

"MFP plus P" If you are a dealer, what's to like about a color laser printer? A total sale that is a fraction of a copier sale. No break-fix revenue. Doubtful supplies revenue. Well, Ricoh's dealers will probably like Ricoh's new Aficio CL7100. It prints 35 ppm, and costs \$5,000 or so. The sales tactic Ricoh is recommending is "MFP plus P." When Ricoh's dealers add CL7100s to MFD leases, they win twice: they open the door to their customer's IT group, gaining

credibility on the network, and they add to the pages their products are printing for their customers 3

"The New Business" Ricoh's President Tom Salierno talks about Ricoh dealers who understand the "The New Business," and understand how to use their products and services to meet their customers' document needs, in a computer-connected and network sense. Salierno says "The New Business" dealers are selling more hardware, building service revenue, and getting better prices 4

RISO HC-5000 RISO develops a four-color, 105-ppm ink jet that uses Xaar-licensed Toshiba-TEC heads 9

Miyakoshi Demos High-Speed Ink Jet Miyakoshi is developing a roll-fed drop-on-demand high-speed ink jet press with Panasonic print heads 9

Oki Adds to LED Color Line Oki Data has extended its line of LED-based color printers, with the 16-ppm (color) C5200/C5400 models 9

Contents

Ricoh Pushes for Printer Sales			
Top Industry Trends	1		
Ricoh's Four Principal Strategies	2		
<i>Salierno Wants the Few to Lead</i>	4		
<i>Use of MFD Functions</i>	6		
Pending Ricoh Product Introductions	7		
Hands off our pages...	7		
<i>Summary Specs for Pending June 2004</i>			
<i>Ricoh Product Introductions</i>	7		
<i>Ricoh CL7100 Product Specifications</i>	8		
<i>Ricoh Aficio CL7100 Supplies and Accessories</i>	8		
Printers			
RISO introduces Orphis HC5000 high-speed ink jet	9		
Miyakoshi demonstrates ink jet press at Drupa	9		
HP introduces Officejet 4215	9		
Oki introduces C5200n, C5400 color LED printers	9		
<i>Oki C5200n/C5400 Product Specifications</i>	9		
<i>Oki C5200n/C5400 Supplies and Accessories</i>	9		
Samsung sets pricing for CLP-550	10		
Kodak introduces EasyShare Printer Dock	10		
Lexmark introduces X5270 ink jet MFP	11		
Lexmark introduces Z816 Color Jetprinter	11		
Lexmark introduces X4270 ink jet MFP	11		
Lexmark introduces X1185 ink jet MFP	11		
Lexmark introduces X2250 ink jet MFP	11		
Supplies			
Océ introduces Presentation Bond paper	10		
HP adds cartridges to its Planet Partners program	10		
HP introduces Two-View Cling UV Media	10		
HP introduces Instant Dry Photo Media-Universal	10		
InteliCoat launches Magic Mainstream media line	10		
InteliCoat introduces Magic GFCVM Canvas	10		
Software			
Callas introduces MadeToPrint for Adobe InDesign	11		
Short Run Printing			
Screen introduces TruePress 344	11		
KPG introduces DirectPress 5634 DI	11		
Scanners and Image Capture			
Adobe PhotoShop CS to support Foveon RAW files	11		
PhotoWorks introduces Digital Partner software	12		
PictoColor introduces CorrectPhoto software	12		
Smugmug launches photo service for cell phone users	12		
Cell phone manufacturers join MIPC	13		
Zoran introduces COACH 7 chipset	13		
Scanners & Image Capture: Digital Cameras			
Canon introduces PowerShot S60	14		
Kodak introduces EasyShare DX7440	14		
Kodak introduces EasyShare CX7530	14		
Kodak introduces EasyShare CX7330	14		
Controllers/Servers			
Konica Minolta bizhub C350 to use EFI's Fiery X3e+	13		
Tak'Asic introduces TAKB4 processor	14		
Drupa Highlights			
<i>Creo</i>			
Demos print workflows with Xerox, Adobe	12		
Integris Proofing Controller, v 2.0	12		
Integris Desktop software	12		
Integris ink jet proofing media	12		
EverSmart Supreme II, Select II scanners	12		
Spire CXP5000, CXP6000 servers	12		
<i>Hewlett-Packard</i>			
HP, Quark to work on variable-data printing	13		
Global Graphics RIP to drive HP Indigo 5000	13		
<i>Kodak Polychrome Graphics</i>			
Matchprint ProofPro 4P proofer, DirectScreen	13		
Matchprint Virtual Desktop Proofing System	13		
Vendors to offer RealTimeProof system	13		
Large Format			
Agfa introduces Grand SherpaMatic proofer	14		
Agfa introduces SherpaProof RIP	14		
Lüscher introduces JetPrint 3530 UV	14		
ColorSpan introduces DisplayMaker 72SR	14		
ColorSpan introduces DisplayMaker X-12+	16		
NUR introduces Tempo L	16		
NUR previews 16" "superwide" printer	16		
Noritsu introduces MYTIS-1 large-format ink jet	16		
HP introduces Designjet 100plus	16		
Industry Notes			
Concord Camera to acquire Jenimage Europe GmbH	15		
Danka to outsource IT to IBM	15		
Danka to provide service for HP MFPs	15		
EZ Prints to print photos for Yahoo customers	15		
GretagMacbeth to acquire GIA	15		
Heidelberg to use KPG RealTimeProof technology	15		
Heidelberg web service to use Questra software	15		
Ink Technology acquires Repeat-O-Type	15		
KPG completes RealTimeImage acquisition	15		
PhotoWorks to acquire PhotoAccess Technologies	15		
Pitney Bowes to acquire Group 1	15		
RISO ink jet uses Agfa Monotype color technology	15		
Samsung to use Wind River platform	15		
Software Imaging launches color consulting service	15		
Distribution Notes			
Ingram Micro to sell Concord digital cameras	15		
KPG to offer Screen CTP systems	15		
KPG to sell Canon CLC color copiers	15		
Toshiba acquires A&B Business Equipment	15		
Zio to bundle SoundPix software	15		

Increasing use of color in the general office. "The biggest growth will be with color MFDs that will probably be placed in workgroup environments," Nonaka observed.

Customer need for document management. "Even latecomers to the network office environment are now seeing the benefit of connectivity," said Nonaka. "As more customers learn about it, their expectations are increasing. The idea of document management is no longer reserved for only the large companies."

Ricoh's Four Principal Strategies

Nonaka said that, in light of the trends, Ricoh and its partners could ensure business growth by focusing on total *document* volume, which is a change from the conventional channel focus on growing *page* volume (clicks). Simply put, dealers should focus on fostering the migration of print volume to Ricoh machines, and focus on capturing high-value color pages. "Capturing more pages and capturing more profitable pages is at

the core of Ricoh's marketing efforts," said Nonaka.

B2C. Ricoh is an early proponent of the "black-to-color" (B2C) sales tactic, replacing an off-lease monochrome copier or MFD with a color MFD. "We need to promote Ricoh's Black to Color as the best one on the market," Nonaka said. "We believe that B2C is one of the most promising opportunities for Ricoh and its channel partners."

Total document volume. Ricoh is making a major push to capture centralized IT (host) print volume with high-speed products such as the 2090 and 2015. Of course, CRDs can use the production machines, too. "Leveraging our third-party alliances such as with EFI and their Cluster Printing System, can be very helpful in promoting high-volume sales, especially in our efforts to secure more major account business," Nonaka said.

Establish network printers as a second core business. Those dealers who take a "consultative approach" to sales will encounter circumstances where "an MFP is not always the right answer. Most offices cannot effectively handle their document management and output needs using one type of hardware," Nonaka said. "Placing both an MFP and a color laser printer on the customer's office network can accomplish two equally important objectives. First, leveraging our strength in MFPs to also get Ricoh printers on the network will increase the customer's comfort level with our printers. Second, we will increase the total document volume captured on Ricoh's equipment."

While Ricoh's interest in selling printers through its copier distributors is not new, *dealer interest* in selling the printers is new. Said Mark Pollack, Vice



The CL7100 will play a key role in Ricoh's "MFP plus P" placement strategy. Source: Ricoh Corporation

President of Product Marketing and Marketing Support, "There were some early adopters that took to printers like a duck to water. Now we are starting to see a dramatic up-tick in printer placements. Our plans are very aggressive. We are looking at a 40% to 50% increase [in printer sales] this year. The particular emphasis is in color, obviously."

When dealers investigate beyond the common copier-replacement re-buy, they can discover opportunity. On their own, color MFDs will replace a certain number of standalone office printers. But when a fast color printer is included in the MFD sale, Pollack said, "we will supplant older-generation HP, Lexmark, and other color lasers." Sales people are intensely observant. To make the transition to printer sales, account reps have to observe still more. Pollack said, "Our dealers need to go in and ask the question, 'Hey, who is buying your printers?'" Pollock mentioned a \$2-million printer sale that was the result of just such a tossed-off question. "That deal wouldn't have happened if the guy didn't ask the question."

At least part of the success of Ricoh's color printer program, Pollack explained, is due to a well-populated product line with a wide range of finishing options. "With the product line we have available," he said, "from low end to high end, with all of the finishing options available at the high end, it's really taking off." The three-year-old printer program has placed over 25,000 units of the 3800, 3850, and 7000 printers through Ricoh dealers.

(continued on page 4)

Color Business Report

Published Monthly by Blackstone Research Associates

Publisher: Michael Zeis

Editors: Michael Zeis
E. Allen Avery

Contributing Editor: Peter Engeldrum, Imcotek

Circulation Manager: Joanne Zeis

Design: E. Allen Avery

2004 Index can be found at:
<http://www.blackstoneresearch.com>

2004 Subscriptions: \$545 per year
\$595 outside North America.

Blackstone Research Associates
10 River Road, Suite 104
Uxbridge, MA 01569-2245 USA

Phone: (508) 278-3449 Fax: (508) 278-7975

E-Mail: mike@blackstoneresearch.com
<http://www.blackstoneresearch.com>

ISSN 1055-3339

Salierno Wants the Few to Lead

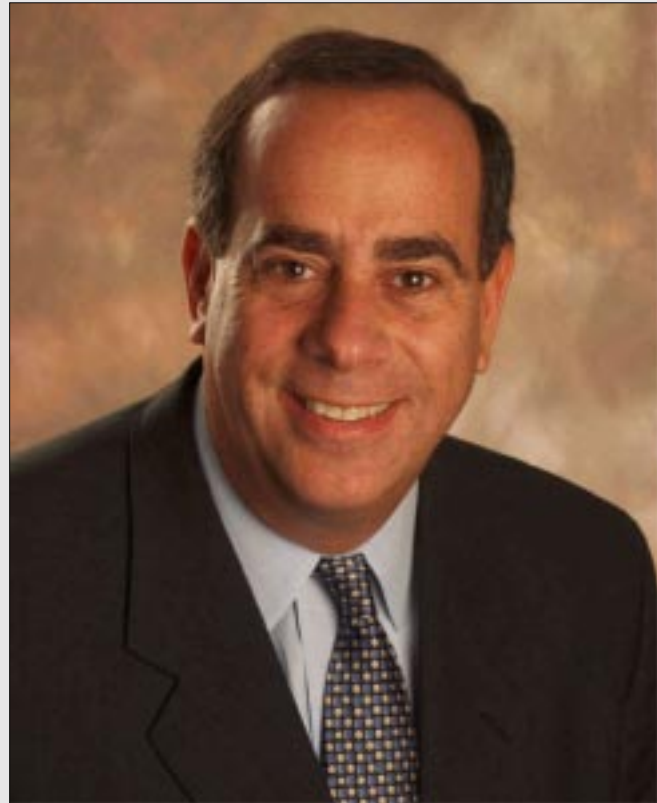
Addressing Ricoh dealers in Las Vegas, Ricoh President Tom Salierno summarized Ricoh's near-term strategies and tactics.

"The New Business" Since being appointed President in March 2003, Salierno has visited scores of Ricoh dealers. He observed that they fall into two basic groups. "The first group focuses on hardware, pricing, and services. Of course these things concern all of us, and are at the core of our day-to-day business." Salierno did not say it, but Ricoh's box-mover dealers are in this first group. "It is the second group, a smaller group right now, that are engaged in what I call 'the new business.' They are operating on a different level, which I believe will solidify their future."

The second group is *enabled* by having a connectable product line. "When I go into their offices," Salierno said, "they tell me about their company's relationship with the IT community. They speak comfortably and knowledgeably about software and networks. These folks have established partnerships with local telecommunications service providers, value-added reseller partners. Call it solutions, image communications, information sharing—whatever you want to call it, these are the folks who are moving the concept of our business forward." Salierno wants these "new-business" dealers to guide Ricoh forward. "The heart of our strategy is that we want all of our dealers to focus their attention on this new business model, this new concept. The ones who are thinking in terms of 'the new business' are the ones that are selling more hardware, building their service revenue, and getting better prices from their customers."

Black to color. "B2C fits between the low-end personal use printers and the high-end graphic arts applications. B2C is a huge opportunity for the entire industry. Embracing this trend will be the most important priority for our mutual success for 2004 and beyond."

Pricing strategy. "During the last three to four years, Ricoh has had technology leadership. That has helped us capture market share from some competitors. But the



Tom Salierno has visited scores of dealers since becoming Ricoh's President in March 2003.

competitors are catching up, and some of them have caught up, and they want their market share back. Aggressive pricing is the weapon of choice." (Rico had a lead in the high-speed monochrome copier segments, and took share from Xerox and Canon.)

Ricoh direct business. "We understand where the biggest slice of our revenue and profit come from, and that is the dealers." [62% of Ricoh's U. S. indirect revenue is through dealers, and 42% of total revenue is through dealers.] "But Ricoh still needs to grow its direct business." Direct sales are necessary to keep Ricoh from becoming a third-tier player. "For Ricoh to become the next Minolta, or the next Konica, or the next Mita, is not acceptable to us," Salierno said. "Around the world, Ricoh

Printers are low cost compared to connected copiers. "Customers could spend \$18,000 for an Aficio 2232 or 2238 color MFD or \$5000 (or \$6,000 or \$7000 fully loaded) for a 7100 for 35 ppm, with about the same cost per page," Pollack explained. Through its dealer channel, Ricoh probably does not have to worry about the printer line cannibalizing the MFD line, because dealers depend on the high ticket price, the break-fix maintenance revenue, and the supplies annuity that copiers bring. But next time around, when the first wave

of B2C copiers are coming off lease, those dealers who have not encouraged their customers to maximize their use the *scanner* on the MFD for "advanced" functions such as document management will probably place more low-price printers than high-price copiers.

Although dealers are accustomed to considering their installed base in terms of its potential for sales and service revenue, they should appreciate the revenue flow provided by a printer installed base, too. Ann Moser, Vice President of the Printing Solutions Division,

Salierno Wants the Few to Lead (cont'd.)

direct and indirect channels coexist to strengthen the brand, with incremental sales and incremental market share, which in turn supports our R & D investment, and also helps us invest in additional advertising and promotion. It just makes sense for a company the size of Ricoh to maintain and grow multiple channels.” Salierno reassured dealers that Ricoh would not use its direct sales operation as a vehicle to drive market share increases. “Our business model mandates that every Ricoh branch must run at a reasonable profit at a marked-up cost.”

Teamwork. Teamwork has become important because, as mentioned above, new team members such as ISVs and VARs will be called on to participate in sales and service, and dealers will begin to rely more on Ricoh’s systems expertise. “As more and more of your customers, especially the large ones, lean toward connected products, they are going to lean toward suppliers who are capable of meeting their increasingly sophisticated requirements for document management, hardware, software, consulting capability, and network support services. That is a tall order for a lot of independent dealers.” Ricoh’s Solutions Marketing Group offers a foundation of systems and system development expertise both in the field and at Ricoh headquarters. “Their primary mission, Salierno said, “is to back all of you up with an array of resources.”

Four Brands. Salierno reinforced that the company intends to continue with four brands, Ricoh, Lanier, Savin, and Gestetner. “Each has its own market identity and strength. The brands can coexist.” Speaking to the dealers, he said, “If we are going to ask you to grow your business with us, then we must do so in good faith.” To that end, on April 1, 2004, Ricoh established a Ricoh Family Corporate Strategy and Network Office, “to create a long-term growth strategy, so that all elements can pursue sales in fairness. We want to make this happen as quickly as possible.” With four brands and four principal distribution channels, The Ricoh Family Corporate Strategy and Network Office will be called on

to advocate for Ricoh corporate interests, while trying to prevent intramural price conflicts.

Distributors and Geographic Boundaries. In October 2003, the dealer regions for all three brands were brought into geographic alignment. (Lanier, Ricoh’s fourth brand, uses direct distribution, and has no dealer network.) “The rationale for realigning our dealer regions was to have the same region geography for all three Ricoh U. S. brands, and to create the most responsive, most empowered field organization in our industry.” A benefit of common geographies is common management, better communication, and coordination, which will “further reduce market conflict.”

The theoretical objective, according to Tom Salierno, is to have one distributor of each brand in each market. “[In a territory, we want] one Ricoh, one Savin, one Gestetner, plus IKON, and potentially Ricoh U. S. Direct.” The tricky task of providing solid coverage while minimizing intramural bickering falls on Alan Nielson, Vice President of Indirect and Major Accounts. Nielson said that Ricoh has trimmed the ranks of dealers. Today, there are 221 Ricoh dealers, 239 Savin dealers, and 216 Gestetner dealers. There are some gaps to fill, still, since some dealers left the fold after the Lanier acquisition in 2001. (Ricoch acquired Lanier in 2001, and Gestetner and Savin in 1995. Dealer defections as a result of joining the companies together are probably not a concern any more.)

In October 2003, Ricoh established the National IKON Division, to ensure that the mega-dealer gets the undivided attention of a team of Ricoh executives and facilitators. (At the dealer conference, IKON’s CEO Matt Espe accepted Ricoh’s 2004 “Partnership Award.”)

Ricoh’s products, especially printer products, are sold through multi-tier distribution, as well. VARs and systems integrators are served by TechData and Ingram Micro. Ricoh promotes to VARs and resellers in publications such as Computer Reseller News and VAR Business. The company’s Ricoh Rewards Reseller Program has 181 participants.p

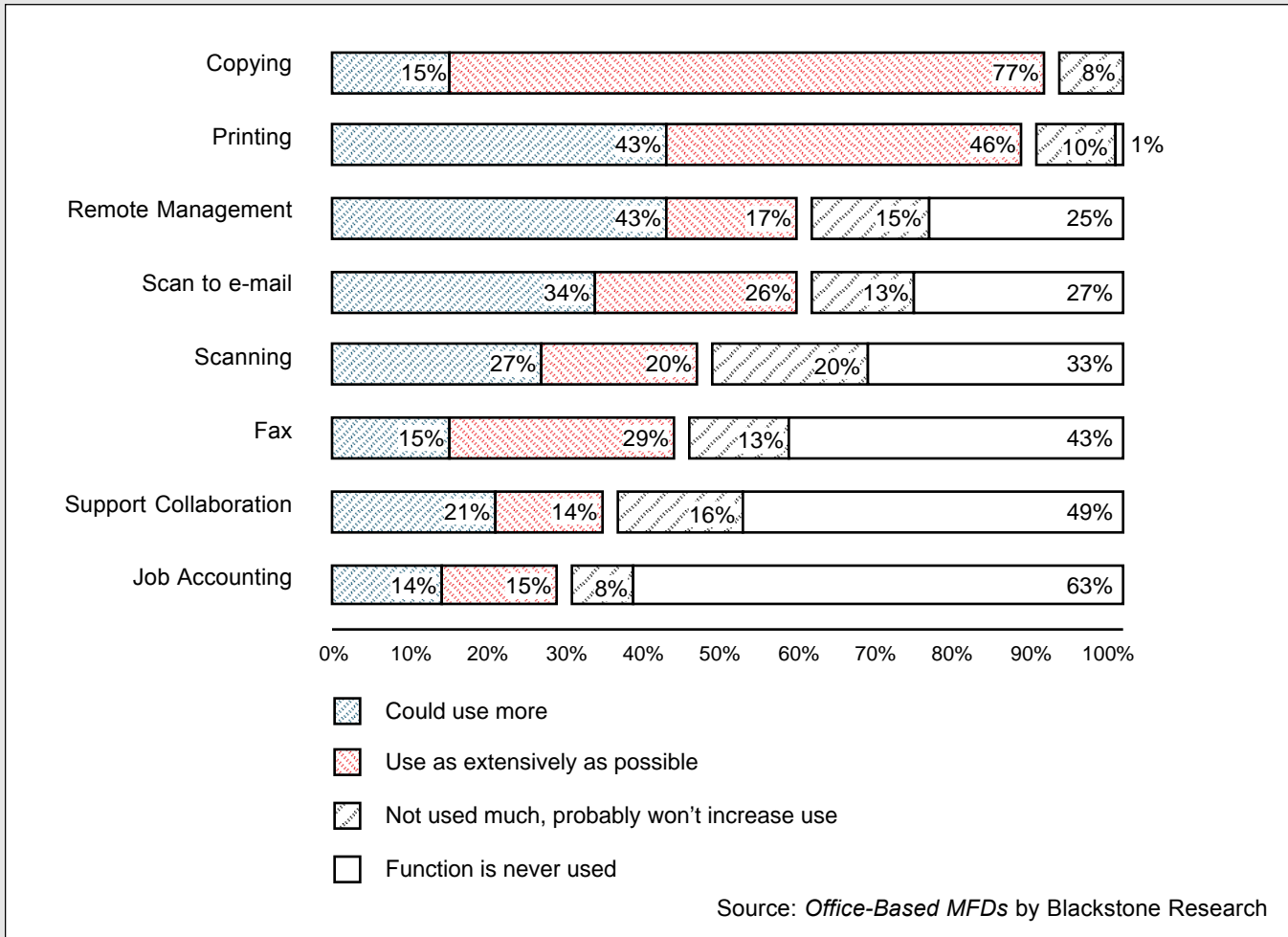
said dealers will see an increase in revenue because of an increase in the number of pages a dealer’s products print. “The dealers that have been successful selling printers realize that profit is there because of the number of pages,” she said. “They have changed their minds, and no longer assume that there is no money in selling printers. Those dealers that have opened up their minds to [printer sales] realize that there is significant profit. Two to four times as many pages go through a laser printer as go through an MFP of the same speed.”

Increase total document volume through solutions. “Our world is changing,” Nonaka noted. “Yesterday, our competition was strictly the copier companies. Our new competition is the printer companies like HP and Lexmark. Our route to success will be based on new competencies and new relationships. Instead of selling on speeds and feeds, we must embrace the concept of selling solutions, and selling document management as a subset.” As we learned in *Office-Based MFDs*, the sale

(continued on page 6)

Use of MFD Functions

If vendors do not foster use of the MFD's scanner, customers may switch to printers when their MFD lease is up. More than one-quarter (27%) of BRA survey respondents don't even scan to e-mail.



Nonaka is describing is complicated, because it involves selling software and selling a product that will be used on the network. "HP has an advantage," Nonaka said. They have a relationship with the IT manager in many companies, and they have the inside track onto the company's network." He continued, "We must build our relationship with IT, and get onto the corporate network, because, increasingly, the IT manager approves all devices on the network, including MFDs, and that individual has more confidence in HP than in Ricoh."

"How can we overcome that resistance and change the equation in Ricoh's favor?" Nonaka asked. The connection is the first step, of course, "so that we can demonstrate the value of our multifunctional and standalone products and establish Ricoh's credibility." At the dealer meeting, Nonaka played a video showing

how Long Island's Carr Business Systems teamed with systems integrator NSI to bring Ricoh MFDs into a financial company to replace HP Digital Senders and HP desktop laser printers. (The deal was made because NSI and Ricoh were able to program the interfaces on the Ricoh MFDs to exactly mimic the HP Digital Sender's interface. We suggested that Canon's MEAP was designed to do enable that kind of customization, and we were told that Canon was not able to do it.) "This is a perfect illustration of using Ricoh's solutions capabilities to drive hardware sales, in partnership with a systems integrator already working at the customer's facility," Nonaka said. "We want to add value by partnering with customers in ways that truly help them to improve their document management, and, ultimately, leverage our solutions strength to drive hardware sales and increase total document volume and aftermarket revenue and profit."

Summary Specs for Pending June 2004 Ricoh Product Introductions

	CL 1000N	CL2000/CL2000N	CL3000e	Aficio Color 3131
Print Speed	8 ppm color, 31 ppm B&W	16.9 ppm color and B&W	18 ppm color, 22 ppm B&W	31 ppm color and B&W
Max. Resolution	1200 by 600 dpi	1200 dpi	1200 dpi	600 dpi
Memory (std./max.)	128 MB/384 MB	64 MB/256 MB	128 MB/384 MB	256 MB/512 MB in standard embedded controller
PDLs	Ricoh Refined Printing Command Stream Adobe PostScript 3 PCL 5c emulation PDF Direct Print	Ricoh Refined Printing Command Stream Adobe PostScript 3 PCL 5c emulation	Ricoh Refined Printing Command Stream Adobe PostScript 3 PCL 5c emulation	Adobe PostScript 3 PCL 6c emulation
Std. Input Capacity	250 sheets	530 sheets plus 100-sheet bypass	530 sheets plus 100-sheet bypass	Two 600-sheet trays, plus 130-sheet bypass
Max. Paper Size	Letter (Legal optional)	Legal	Legal	12" by 18"
Standard Interface	1284, USB 2.0	1284, USB 2.0	1284, USB 2.0	None
Networking	10/100Base TX	10/100Base TX	10/100Base TX	10/100Base TX
Duty Cycle	30,000 pages/month	50,000 pages/month	50,000 pages/month	Not known
Price	\$899	\$1,099/\$1,299	\$1,499	\$20,000 to \$25,000 (<i>CBR estimate</i>)

Source: Ricoh Corporation

Pending Ricoh Product Introductions

In its Technology Expo, Ricoh demonstrated the Aficio Color 3131, a 31-ppm color MFD that Ricoh will announce next month. The Aficio Color 3131 is based on the same engine Toshiba uses in the e-STUDIO311C, introduced by Toshiba in March, 2004. Also next month, Toshiba will announce three desktop color laser printers, all letter/legal-sized printers.

Aficio CL3000e. The Aficio CL3000e is a slightly faster version of the CL3000 that has been in Ricoh's line since March 2003. The new printer produces 18 color pages per minute, and 22 black-and-white pages per minute. The CL3000e should sell for \$1,499.

Aficio CL2000/CL2000N. The Aficio CL2000 prints at 16.9 ppm, color and black and white. The CL2000 is a standalone unit, while the "N" model has a 10/100Base TX network connection. The CL2000 will sell for \$1,099. The CL2000N costs \$1,299.

Aficio CL1000N. This color laser printer is billed by Ricoh as a "high-speed black and white network printer with convenience color." The unit prints color at 8 ppm. Black-and-white speed is 31 ppm. The Aficio CL1000N will sell for \$899.

Hands off our pages...

Few are better behind the podium than Mark Pollack, Ricoh's Vice President of Product Marketing and Marketing Support. At the Las Vegas meeting, it

was Pollack's job to drive home the reasoned and logical appeals made by Salierno and Nonaka for the dealers to adopt a new way of looking at their business. Pollack fundamentally resents the intrusion of competitors, companies that want the page volume that Ricoh and its dealers have earned. "Everybody has gotten into the act," he said, "even PC companies like Dell. And all of us are after the same thing: pages, the very lifeblood of the business. We want it all—prints, copies, black and white and full color, wide format—you name it. To top it all, our market is consolidating, with some companies merging, and other companies weakening. All of this heat and light is putting enormous pressure on equipment pricing, affecting your earnings, and our margins. We grew at their expense. They want it back, and they want it now. And they want it from *you*. They want the customers you took from them because you had superior products and superior support."

Pollack suggested that the distribution channel must earn its living today and tomorrow the same way it was earned yesterday: "Our mission is to address our customer's real-world problems. It is fundamental. We must focus on what our customers need. They want more than just a supplier. They want someone to partner with them. They want someone to look at their situation and address the problems they face everyday, like the avalanche of information they just can't manage on their

(continued on page 8)

Ricoh CL7100 Product Specifications

Print Speed	
Letter	35 ppm black and color, at 600 dpi and 1200 by 600 dpi 14 ppm at 1200 dpi
Tabloid	16 ppm black and color, at 600 dpi and 1200 by 600 dpi 7 ppm at 1200 dpi
Resolution	1200 dpi, 1200 by 600 dpi, 600 dpi
Processor	600 MHz RM7065C
PDLs	Ricoh Refined Printing Command Stream Adobe PostScript 3 PCL 5c emulation
Memory	128 MB in base unit, 256 MB standard in other models
Interface	USB 2.0. Bluetooth, 1284, 1394, 802.11b, optional
Networking	10/100Base TX
Paper Handling	No duplex on base unit. Duplex standard on other configurations. All units: 100-sheet bypass tray Base and "D" : Two 500-sheet trays CL7100 DT1: Three 500-sheet trays CL7100 DT2: Four 500-sheet trays CL7100 DL: Two 500-sheet trays plus 2,000-sheet large-capacity tray
Paper Weights	Trays: 16 lb. to 28 lb. bond (60 to 105 gsm) Bypass tray: 16 lb. bond to 90 lb. index (60 to 163 gsm)
Paper Sizes	Trays: Letter, legal, tabloid, 7.5" by 10.5", 8" by 13", 8.25" by 13", 8 1/2" by 13", A5, A4, A3. Bypass: 3.5" by 5.8" to 12" by 18", banner paper to 49.6"
Duty Cycle	200,000 pages per month
Size (base unit)	22.7" W by 29.4" H by 26.7" D
Weight (base unit)	187 lbs.
Price	
CL7100	\$4,495
CL7100D	\$5,095
CL7100DT1	\$5,995
CL7100DT2	\$6,740
CL7100 DL	\$6,740

Source: Ricoh Corporation

Ricoh Aficio CL7100 Supplies and Accessories

Black Toner (11.5 K pages)	\$23
500-sheet tray	\$745
Two 500-sheet trays	\$1,245
2000-sheet large-capacity tray	\$1,245
Duplex unit	\$300
Booklet finisher	\$3,400
Finisher (stapler/stacker)	\$3,115
40-GB hard drive	\$599
1394 interface	\$475
802.11b interface	\$580
Bluetooth interface	\$360
1284 interface	\$99

Source: Ricoh Corporation

the right to all of the pages, whether they are prints or copies or faxes or black and white or color. We must do everything we can to own the on ramp to earn the right to own the off ramp to become the default printer on our customer's networks. Unconnected products are yesterday's news, just like analog. Pages are moving to connected products, so if you want to be successful, you must follow the pages. If you want more opportunity, *connect*. If you want more success, *connect*. If you want to own your accounts, and keep the competition out, *connect*. Sell standalone, and you are selling into a shrinking market, with fewer placements, less opportunity, and more success for your competition."

Ricoh's strengths in product development and manufacturing can be seen in the completeness of its line of printer and connected copier products, and the variety of other products (scanners, duplicators, wide-format printers, digital cameras) the company makes. In spite of considerable manufacturing ability, the company can make hard-nosed decisions. Ricoh is a major manufacturer of toner-based products, and was first to market with a multi-engine connected color copier (the NC 8105, introduced as a copier in 1993), yet Ricoh re-packages others' products when the business plan indicates that it should, as it has done with the Aficio Color 3131 color copier.

Through acquisition, the company has a wealth of distribution options, at a time when distribution prowess counts a lot. With the reach of Lanier and Ricoh's own captive distribution, Ricoh can participate in major account business in a major way. The company's products are carried by distribution giant IKON. Finally, Ricoh has a cadre of scrappy and facile independent dealers whose close account relationships can help them spot opportunities for connected products.

own. It's all about document workflow. They are looking for a partner to help them manage their entire document lifecycle more efficiently."

If you want to ensure your competitor's success, Pollock warned, keep selling copiers. "We must stay the course to satisfy our customer's changing needs, to earn

Printers

At the Drupa 2004 trade show (Dusseldorf, Germany, May 6 - May 19, 2004), **RISO Kagaku Corporation** (Tokyo, Japan) introduced the Orphis HC5000, an ink jet printer capable of print speeds up to 105 ppm in color. A joint development with Olympus, the printer was demonstrated in Japan late last year. The HC5000 has page-wide fixed print heads for each color (cyan, magenta, yellow, and black) that allow it to achieve this extraordinary speed. The Xaar-licensed print heads are manufactured by Toshiba-TEC. When printing duplex pages, speed drops to 74 ppm. Standard print resolution on the Orphis HC5000 is 600 dpi, but the machine is capable of printing at 900 dpi. According to RISO, the HC5000 supports Adobe PostScript 3, and handles sheet sizes up to A3 (11.69" by 16.54"). Options for the floor-standing HC5000 include a scanner, LCD touchscreen interface, stapler finisher, and saddle-stitch finisher. We were unable to learn about pricing for the Orphis HC5000.p

Seybold reports that **Miyakoshi Printing Machine Co, Ltd.** (Chiba, Japan, and Dayton, OH) demonstrated a prototype roll-fed ink-jet printing press at Drupa, using drop-on-demand print head technology from Panasonic. The company expects to start taking orders for the \$2-million device in October 2004, with delivery expected in April 2005.p

On April 26, 2004, **Hewlett-Packard Company** (Palo Alto, CA) introduced the Officejet 4215, an ink jet multifunction printer, designed for SOHO users. The Officejet 4215 uses HP 56 Black and HP 57 tri-color ink cartridges, and prints up to 12 ppm in color and 17 ppm in monochrome. The device supports standalone color faxing via a 33.6 Kbps fax modem. Fax memory holds up to 100 pages, and the Officejet 4215 has a 20-page automatic document feeder. Resolution of the sheetfed scanner on the Officejet 4215 is 600 by 1200 dpi. The machine ships with HP Image Zone Photo & Imaging software, which allows users to capture, edit, and print photographic images. The Officejet 4215 is available for a street price of \$149.p

On April 27, 2004, **Oki Data Americas, Inc.** (Mt. Laurel, NJ) introduced the C5200 and C5400n color LED printers. The machines print 16 ppm in color and 24 ppm in monochrome. Print resolution is 1200 by 600 dpi. Designed for basic office printing, the C5200n ships with 32 MB of RAM (upgradable to 288 MB), and includes a 10/100BaseT Ethernet interface. The C5400

(continued on page 10)

Oki C5200n/C5400 Product Specifications

Print Speed	16 ppm color 24 ppm black
Resolution	600 by 1200 dpi
Memory	
C5200n:	32 MB (expandable to 288 MB)
C5400:	64 MB (expandable to 320 MB)
Interface	
C5200n:	USB 2.0
C5400:	USB 2.0 and IEEE-1284
Networking	
C5200n:	OkiLAN 10/100BaseT Ethernet Print Server (standard)
C5400:	OkiLAN 10/100BaseT Ethernet Print Server (optional) OkiLAN Internal Print Server with on-board PostScript 3 emulation (optional)
PDLs	
C5200n:	Enhanced Windows printing
C5400:	PCL 6, PostScript 3 (emulations)
Paper Handling	300-sheet universal tray 100-sheet bypass tray 930 sheets maximum Duplex optional
Paper Weights	
Universal tray:	20 lb. bond to 32 lb. bond
Bypass tray:	20 lb. bond to 110 lb. index, transparencies, envelopes, labels.
Optional tray:	20 lb. to 47 lb. bond
Paper Sizes	Universal Tray: Letter, Legal Bypass Tray: Letter, Legal, Banner (8.5" by 47.24")
Duty Cycle	50,000 pages per month
Size	16.7" W by 13.6" H by 22.1" D
Weight	57.3 lbs.
Price	
C5200n	\$1049
C5400	\$1,217

Oki C5200n/C5400 Supplies and Accessories

Black Toner Cartridge	\$52.95
Color Toner Cartridge (C, M, or Y)	\$130.00
Black Image Drum (15,000 pages)	\$106.95
Color Image Drum (15,000 pages. C, M, or Y)	\$131.75
Fuser Unit (45,000 pages)	\$140.00
Transfer Belt (50,000 pages)	\$199.00
530-sheet paper tray	\$455.99
Duplex Unit	\$319.99
64-MB Memory Expansion Kit	\$137.99
128-MB Memory Expansion Kit	\$311.99
256-MB Memory Expansion Kit	\$623.99
10-GB Hard Disk Drive	\$476.99

Source: Oki Data Americas, Inc.

offers 64 MB of RAM (expandable to 320 MB), and supports PCL 6 and PostScript 3 (emulations). Standard paper capacity on both printers is 400 sheets, which can be expanded with an optional 530-sheet paper cassette. The Oki C5200n is available for \$1,049. The C5400 costs \$1,217. The C5400n, which includes a network interface, is available for \$1,437. The C5400dn, which adds an automatic duplex unit, costs \$1,763. The top-of-the-line C5400dtn, which includes the 530-sheet paper tray, is available for \$2,099.p

On April 28, 2004, **Samsung Electronics America** (Irvine, CA) announced pricing for its CLP-550 color laser printer, introduced in March 2004. The CLP-550 prints 5 ppm in color and 21 ppm in monochrome. The machine is available for \$799; while the network-capable CLP-550N costs \$899.p

On May 4, 2004, **Eastman Kodak Company** (Rochester, NY) introduced the EasyShare Printer Dock. The EasyShare Printer Dock incorporates a thermal dye transfer printer, which can make a 4" by 6" photo in 90 seconds. The device also allows users to transfer images to their PCs, and charges digital camera batteries. In addition to Kodak cameras, the EasyShare Printer Dock accepts cameras from other manufacturers that support the PictBridge printing standard. The EasyShare Printer Dock is available for a retail price of \$149.p

On May 10, 2004, HP introduced Two-View Cling UV Media for large-format ink jet printers. The new media, a translucent film, is designed for window graphics applications. It can be imaged on both sides, and is coated with repositionable adhesive. HP Two-View Cling UV Media is available in 72' rolls (*see chart*).

Also on May 10, 2004, HP introduced Instant Dry Photo Media-Universal, a low-cost photo paper. Designed for display graphics, the paper has a porous coating that promotes fast drying. According to HP, users can mount or laminate prints within seconds. HP Instant Dry Photo Media-Universal is available in gloss and semi-gloss finishes. Roll widths range from 24" to 60".p

HP Two-View Cling UV Media

Roll Size	Price
36" by 72'	\$330.10
42" by 72'	\$384.50

HP Instant Dry Photo Media-Universal

Roll Size	Price
24" by 98'	\$89.91
36" by 98'	\$132.50
42" by 98'	\$158.53
50" by 98'	\$188.11
60" by 98'	\$225.97

Source: Hewlett-Packard Company

Supplies

On April 20, 2004, **Océ North America** (Chicago, IL) introduced Presentation Bond, a 35-lb. coated bond paper for large-format ink jet printers. Designed for CAD and GIS applications, the matte-coated paper is compatible with dye- and pigment-based inks. Presentation Bond paper is compatible with large-format ink jet printers from Océ, ColorSpan, Encad, Epson, HP, and Roland. Rolls are available in 100' lengths, in 24", 36", 42", 50", 54", and 60" widths. A 36"-wide roll is available for \$68.p

On April 20, 2004, **Hewlett-Packard Company** (Palo Alto, CA) added HP 58 and HP 59 ink jet cartridges to its Planet Partners cartridge-recycling program. Under the program, users can mail their expended ink cartridges back to HP for recycling, rather than throwing them out. The program has accepted HP laser cartridges since 1991, and HP ink jet cartridges since 1997. In 2003 alone, HP recycled 10 million LaserJet cartridges and 1.8 million ink jet cartridges. While HP's program has kept all those cartridges out of landfills, it has also kept them out of the hands of the cartridge refilling industry.

On April 15, 2004, **InteliCoat Technologies** (South Hadley, MA) introduced Magic Mainstream, a line of large-format ink jet media designed for cost-conscious customers. Compatible with water-based inks, the Mainstream line includes five media. Mainstream Scrim BlockOut is a 19-mil scrim vinyl that offers high opacity. Mainstream Scrim is a 15-mil scrim vinyl banner material. Mainstream Vinyl PSA is a 4-mil matte calendared vinyl material backed with pressure-sensitive adhesive. Mainstream Poly Pro Polypropylene, an 8-mil sheet designed for short-term outdoor graphics applications, and Mainstream Poly Pro PSA is a 6-mil matte-coated polypropylene media with an adhesive backing. See the chart below for square-foot pricing for the Magic Mainstream media line.

Also on April 15, 2004, InteliCoat added Magic GFCVM Matte Finish Canvas to its Magic line of large-format ink jet media. Compatible with solvent-based inks, the cotton/polyester blend canvas is designed for fine art and photographic reproductions. The material is 17 mils thick, and offers users the look, feel, and stretch characteristics of artists' canvas. Magic GFCVM Matte Finish Canvas is available in 15' and 75' roll widths (*see chart*).p

Printers

Vendor/Product Model	Date	Price	Comments
Lexmark introduces X5270 ink jet MFP	3/8/2004	\$129	Ink jet MFP prints up to 15 ppm in color and 22 ppm in black (draft mode). The X5270 also offers color scanning and copying. Scan resolution is 600 by 1200 dpi. Supports borderless photo printing. Uses Lexmark #32 Black and #33 Color ink cartridges.
Lexmark introduces Z816 Color Jetprinter	3/8/2004	\$99	The Z816 prints up to 15 ppm in color and 22 ppm in black (draft mode). Supports borderless photo printing. Uses Lexmark #32 Black and #33 Color ink cartridges.
Lexmark introduces X4270 ink jet MFP	3/8/2004	\$129	Ink jet MFP offers scan, copy, print, and fax functionality, and incorporates a telephone handset. Prints up to 10 ppm in color and 19 ppm in black (draft mode). Scan resolution is 600 by 1200 dpi. Uses Lexmark 12A1970 black and 15M0120 color ink cartridges.
Lexmark introduces X1185 ink jet MFP	3/8/2004	\$79	The X1185 prints up to 8 ppm in color and 14 ppm in black (draft mode), and supports color scanning and copying (PC-enabled). Scan resolution is 600 by 1200 dpi. Uses Lexmark #16 Black and #26 Color ink cartridges.
Lexmark introduces X2250 ink jet MFP	3/8/2004	\$99	The X2250 is identical to the X1185, printing 8 ppm in color and 14 ppm in monochrome, but supports standalone color copying.

Magic Mainstream Media Pricing

Media	Price per Square Foot
MS Scrim BlockOut	\$1.03
MS Scrim	\$0.70
MS Vinyl PSA	\$0.69
MS Poly Pro Polypropylene	\$0.41
MS Poly Pro PSA	\$0.53

Source: IntelliCoat Technologies

Magic GFCVM Matte Finish Canvas Pricing

Roll Size	Roll Price
36" by 15'	\$21.75
36" by 75'	\$108.75
50" by 75'	\$150.80
54" by 75'	\$163.25
60" by 75'	\$181.25

Source: IntelliCoat Technologies

Short Run Printing

At Drupa, **Screen USA, Inc.** (Rolling Meadows, IL) introduced the TruePress 344, a four-color digital offset press. The TruePress 344 prints on up to 7,000 A3+ sized sheets (13" by 18.1") per hour. The press uses a high-speed multi-array laser diode (developed by Screen) to image plates; Screen claims make-ready times of five minutes. Plates are imaged at 2400 dpi, and the press can render 150- and 175-lpi line screens. Screen expects to begin shipping the TruePress 344 in November 2004. Pricing for the machine has not been determined.p

On April 30, 2004, **Kodak Polychrome Graphics** (Norwalk, CT) introduced the DirectPress 5634 DI, a four-color digital offset press. The 5634 DI uses direct imaging units manufactured by Presstek, which can render line screens as fine as 300 lpi. KPG expects to ship the DirectPress 5634 DI in July 2004. Pricing has not been set.p

Software

On March 30, 2004, **Callas Software** (Berlin, Germany) introduced a MadeToPrint plug-in for Adobe InDesign CS. The MadeToPrint plug-in, previously available for Quark Xpress and Adobe Acrobat, allows users to generate PDF, PostScript and EPS files from those applications. Users can automatically output multiple-page jobs into discrete single-page files, which can be ganged together for printing. MadeToPrint is available for a retail price of \$349.p

Scanners and Image Capture

On April 26, 2004, **Adobe Systems, Inc.** (San Jose, CA) introduced a plug-in for Adobe PhotoShop CS that supports RAW files generated by Foveon's X3F image sensor. The X3F has sensor layers for red, green and blue light. It is used in Sigma's SD9 and SD10 cameras, and in the Polaroid X530 digital camera. The PhotoShop

(continued on page 12)

Drupa Highlights

At Drupa 2004 (Dusseldorf, Germany, May 6 - May 19, 2004), the world's largest print trade show, several industry leaders demonstrated or announced new products. Creo demonstrated print workflows, and introduced several products, including two Spire servers, scanners, and proofing software and media. HP announced relationships with Quark and Global Graphics. Kodak Polychrome Graphics introduced several proofing products, and announced distribution agreements for its RealTimeProof online proofing system. We have summarized some of the Drupa announcements below.

Creo

Workflow

At Drupa, Creo's Prinergy workflow system, which connects offset and digital workflows, was used to launch Xerox's FreeFlow Print Manager software. The integration allows users to print jobs designed for offset presses on Xerox DocuColor printers that use Creo's Spire color servers.

With both Xerox and Adobe, Creo demonstrated PDF- and JDF-based print workflows, combining Creo Synapse InSite, a web-based print job submission and management system, Adobe InDesign and Acrobat, and Xerox FreeFlow software. In this controlled trade show environment, the companies were able to demonstrate a smooth, tightly integrated workflow, going through the steps of document creation, print job submission, and printing on Xerox DocuColor printers.

Proofing

Creo introduced version 2.0 of its Integris Proofing Controller, which drives Epson large-format ink jet printers as proofers. The new Integris controller links the proofers to Prinergy and Brisque workflows, and offers improved ICC color management features. The controller includes an Adobe PostScript 3 RIP, and support for direct PDF printing, as well as Pantone, HKS, and Toyo spot color libraries. Creo also introduced the Integris Desktop proofing system, which drives the Epson Stylus Pro 4000 desktop ink jet printer as a proofer.

Creo introduced three digital proofing media for its Integris ink jet proofing systems. Integris Glossy 190 and Integris Semi-Matte 190 are resin-coated photo papers, designed for basic proofing. Integris IrisPRO Commercial Semi-Matte 235 is a matte-coated paper, designed to simulate the appearance of the IrisPRO Commercial Media used in Creo's venerable Iris proofers.

Scanners

Creo introduced two scanners, the EverSmart Supreme II and EverSmart Select II. The Supreme II model scans up to 120 images per hour, at resolutions up to 5600 dpi. The Select II scanner handles up to 100 images; scan resolution is also 5600 dpi. Both machines support ICC color management, and offer FireWire connectivity for fast data transfer.

Servers

Creo introduced two Spire servers, designed to drive Xerox DocuColor printers. The Spire CXP5000 server for the DocuColor 5252 is aimed at quick printers, service bureaus, data centers, and in-plant print shops. Creo also launched an enhanced version of its Spire CXP6000 server, which drives the DocuColor 6060, 2045, and 2060. Version 4.0 offers a newly-designed graphical user interface, which enables quicker processing of print files, job tracking, and customization options. The Spire CXP6000, sold by Xerox, is available for \$53,000. Pricing has not been set for the Spire CXP5000.

CS plug-in, available for free download from the Adobe web site, will allow users to open and manipulate image files from the Foveon sensor in PhotoShop.p

On May 3, 2004, **PhotoWorks Inc.** (Seattle, WA) introduced Digital Partner, a software package designed for users of the PhotoWorks online photo service. The software allows users to organize, share, and print their digital images. Digital Partner also gives users tools to edit and enhance their photos, including a red-eye removal function, a cropping tool, and an "Instant Fix" function, based on Color Science's i2e color enhancement technology. Digital Partner software is available for free download from the PhotoWorks web site.p

On April 30, 2004, **PictoColor Corporation** (Burnsville, MN) introduced CorrectPhoto software.

CorrectPhoto, designed for the Windows XP platform, allows users to store and organize digital images on their PC, and offers several image editing tools, including cropping, red-eye removal, and sharpening. The software also includes PictoColor's iCorrect automatic color correction technology. PictoColor CorrectPhoto software, available on PictoColor's web site, costs \$29.95.p

On March 17, 2004, **Smugmug** (Mountain View, CA) launched an online photo service for users of camera-enabled cellular telephones. The Smugmug service allows users to e-mail their digital images to an online photo gallery, which can be viewed by friends, family, or business associates. The service offers unlimited online storage space, and gives users three pricing options, depending on the amount of traffic they

Drupa Highlights (cont'd.)

Hewlett-Packard

At Drupa, HP announced that it will work with software maker Quark to offer variable-data printing capabilities to users of its HP Indigo digital color printers. Quark has released QuarkXClusive software, which allows users of QuarkXpress page layout software to generate documents with variable text and graphics. The software lets users specify static and variable text fields and page imposition. To save on processing time, fonts and static elements on the page are RIPPed once, at the start of the print job. QuarkXClusive software is indeed exclusive, and works only on the Macintosh platform and with HP Indigo presses. In the future, HP and Quark plan to work together on color management. QuarkXClusive software is available for free download from the Quark web site.

HP demonstrated its new HP Indigo 5000 digital color press, to be delivered in late 2004. The seven-color machine prints up to 4,000 pages per hour (68 letter-sized pages per minute). The HP Indigo 5000, introduced in February 2004, will be driven by Global Graphics' Harlequin RIP. The machine will sell for \$395,000.

Kodak Polychrome Graphics

KPG introduced the Matchprint ProofPro 4P Printing System. A complete proofing system, the ProofPro 4P includes the Matchprint ProofPro RIP, a Matchprint ProofPro 2610 printer, Matchprint ProofPro inks, and Matchprint media. It is designed for ad agencies and small- to mid-sized commercial printers. The system allows users to produce an A1-sized proof (23.39" by 33.11") in 12 minutes and an A3-sized proof (11.69" by 16.54") in four minutes. In addition to the HP-based Matchprint ProofPro 2610, the system also supports ink jet printers from Canon, Epson, and HP.

Matchprint ProofPro DirectScreen software allows ink jet proofers to accurately render halftone screens. The software uses KPG's Constrained Multi-dimensional Transform technology to ensure accurate dot placement.

KPG's Matchprint Virtual Desktop Proofing System generates color-accurate proofs on computer monitors. The software links to Adobe Photoshop, allowing users to proof CMYK and RGB images during the color correction stage. The system includes a Matchprint Virtual LCD monitor, Matchprint Virtual Color Calibration Software, the KPG Color Fidelity Module, and a Matchprint Virtual colorimeter.

KPG launched version 5.0 of its RealTimeProof online proofing system. The software allows users to review and annotate color-accurate proofs on their computer monitors. The new version of RealTimeProof adds a multiple-view capability and a "compare" feature, which automatically highlights text and color differences between versions of proofs.

KPG also announced agreements with EFI, Esko-Graphics, and Artwork Systems to offer RealTimeProof with their own graphic arts product portfolios. EFI pledged to offer RealTimeProof alongside its workflow and web print job submission systems. Esko-Graphics, a Belgian developer of pre-production systems for packaging and commercial printers, will integrate RealTimeProof with its BackStage workflow system. Artwork Systems will incorporate RealTimeProof into its AWS Nexus automated prepress workflow system.

expect. The Standard plan covers two gigabytes of traffic (about 30,000 viewings), and costs \$29.95 per year. The Power User plan, which supports four gigabytes of traffic, is available for \$49.95, and the Professional plan, which covers traffic up to eight gigabytes, costs \$99.95 per year.p

On April 29, 2004, the **Mobile Imaging and Printing Consortium** (San Diego, CA) announced that cellular telephone manufacturers Nokia, Siemens and Samsung have joined the standards body. The MIPC, founded by Canon, Epson and HP, works to develop guidelines and workflows that allow cell phone camera users to print their captured images through their ink jet printers. The group expects to publish a set of standards, which will address Bluetooth and PictBridge technologies, during the second half of 2004.p

On February 12, 2004, **Zoran Corporation** (Sunnyvale, CA) introduced the COACH 7 image

processor chip, designed for use in digital video cameras. The chip uses Zoran's TruDV compression technology, supports full VGA resolution at 30 frames per second, and records video in the MPEG4 format. In still camera applications, the chip can capture a 4.0-megapixel image in less than half a second. The chip has a USB 2.0 interface, and supports the PictBridge direct-printing standard. COACH 7 chips are available for \$10 each when purchased in commercial quantities (10,000 units).p

Controllers/Servers

On April 22, 2004, **Electronics for Imaging** (Foster City, CA) announced that its Fiery X3e+ embedded controller will be used by Konica Minolta to drive its bizhub C350 color copier/printer. The Fiery X3e+ has a 366-MHz processor, 6 GB hard drive, and

(continued on page 14)

Scanners & Image Capture: Digital Cameras

Vendor/Product Model	Date	Price	Comments
Canon introduces PowerShot S60	5/10/2004	\$499	Retail price for 5.0-megapixel digital camera. The S60 has a 3.6X optical zoom lens. Other features include nine-point autofocus and manual control over focus, exposure, and white balance. Available in June 2004.
Kodak introduces EasyShare DX7440	5/3/2004	\$349	Retail price for 4.0-megapixel digital camera. Features include a 4X optical zoom lens, 4X digital zoom, and a 0.2 second click-to-capture time. Available in June 2004.
Kodak introduces EasyShare CX7530	5/3/2004	\$349	Retail price for 5.0-megapixel digital camera. The CX7530 offers a 3X optical zoom lens, 5X digital zoom, multi-zone autofocus, and nine automatic shooting modes. Available in July 2004.
Kodak introduces EasyShare CX7330	5/3/2004	\$199	Retail price for 3.0-megapixel digital camera with 3X optical zoom lens. Other features include 3.3X digital zoom, four automatic shooting modes, and a 1.6" LCD display. Available in June 2004.

192 MB of RAM. The controller supports Adobe PostScript 3 and PCL6, and includes several EFI software packages, including ColorWise color management software, WebTools remote management software, and Fiery FreeForm, a variable data printing package. Konica Minolta is selling the Fiery X3e+ as the IC-401 Image Controller, for a retail price of \$3,950p

On March 23, 2004, **Tak'Asic, Inc.** (San Mateo, CA) introduced the TAKB4, an image processor chipset designed for MFPs and color copiers. The TAKB4, based on fourth-generation ASIC technology, uses JBIG image compression. The chip supports print engines as fast as 280 ppm (monochrome) and 70 ppm (color), driving them at 600-dpi resolution. The TAKB4 also supports copying and faxing, and can be connected to 8-, 16-, and 32-bit system buses. Tak'Asic does not provide pricing for its products.p

Large Format

At the Drupa 2004 trade show (Dusseldorf, Germany, May 6 - May 19, 2004), **Agfa-Gevaert** (Mortsel, Belgium) introduced the Grand SherpaMatic large-format ink jet proofer. The Grand SherpaMatic prints on media up to 50" wide, and has an automatic duplexing system that is accurate within 1 mm. The machine prints up to eight colors. For production runs, the Grand SherpaMatic can be loaded with double sets of cyan, magenta, yellow, and black ink. For printing high-quality, color-accurate proofs, the machine can be loaded with the standard CMYK ink set and "light" versions of each color. Maximum print resolution is 720 dpi. According to Agfa, the Grand SherpaMatic can print

a two-sided, eight-up proof in about four minutes. The Grand SherpaMatic is available for \$36,000.

Also at Drupa, Agfa introduced the SherpaProof RIP, a software RIP designed to drive ink jet printers as proofers. SherpaProof supports PostScript and PDF workflows, and includes Agfa's ColorTune Pro color management software. The RIP drives large-format ink jets from Epson and HP, including the Epson Stylus Pro 4000, 7600, and 9600, and the HP Designjet 30 and 130. The SherpaProof RIP will be available during the fourth quarter of 2004.p

On May 6, 2004, **Lüscher AG** (Leutwil, Switzerland) introduced the JetPrint 3530 UV, a large-format flatbed ink jet printer. The machine uses UV-curable inks, and prints on sheets up to 122" wide by 138" long. The JetPrint 3530 UV prints in eight colors, and uses Spectra print heads, which have 1,024 nozzles each. Maximum print resolution on the device is 800 dpi. Print speed at standard resolution (400 dpi) is 200 square feet per hour, when the JetPrint 3530 UV is loaded with two CMYK ink sets. Pricing for the JetPrint 3530 UV starts at \$470,000.p

On April 15, 2004, **MacDermid ColorSpan, Inc.** (Eden Prairie, MN) introduced the DisplayMaker 72SR, a large-format flatbed ink jet printer. The DisplayMaker 72SR uses solvent-based inks, and prints on sheets up to 73" wide and 120" long. The machine can feed stock as thick as 3/16". The DisplayMaker 72SR has sixteen print heads. Maximum print resolution is 600 dpi, and the machine can reach print speeds of 400 square feet per hour. The DisplayMaker 72SR is available for a list price of \$59,995.p

(continued on page 16)

Industry Notes	Date	Comments
Concord Camera to acquire Jenimage Europe GmbH	5/11/2004	Concord Camera to acquire Jenimage, a European distributor of digital and film cameras.
Danka to outsource IT to IBM	5/5/2004	Danka to cede control of its U.S. IT infrastructure to IBM Global Services, under a seven-year outsourcing agreement.
Danka to provide service for HP MFPs	5/10/2004	Danka's TechSource business unit to provide technical services for HP's copier-based MFPs, including the HP Laserjet 9055mfp and 9065mfp.
EZ Prints to print photos for Yahoo customers	4/15/2004	EZ Prints to provide photo printing services for customers of Yahoo's Yahoo! Photo service.
GretagMacbeth to acquire GIA	5/12/2004	GretagMacbeth to acquire the Graphics Intelligence Agency, a provider of training and technical support to the graphic arts industry.
Heidelberg to use KPG RealTimeProof technology	5/11/2004	Heidelberg's Prinect Printready prepress workflow system to use Kodak Polychrome's RealtimeProof online proofing technology.
Heidelberg web service to use Qestra software	5/6/2004	Heidelberg's web-based remote service to use Qestra's intelligent device management software. The Qestra software will monitor Heidelberg print devices, generating service calls for repairs or preventive maintenance.
Ink Technology acquires Repeat-O-Type	4/19/2004	Ink manufacturer Ink Technology Corporation to acquire the assets of storied ink jet cartridge refiller Repeat-O-Type.
KPG completes RealTimeImage acquisition	5/6/2004	Kodak Polychrome Graphics completes the acquisition of RealTimeImage. RealTime's Graphic Arts Division employees, R&D, sales, and Technical staff will join KPG.
PhotoWorks to acquire PhotoAccess Technologies	4/21/2004	PhotoWorks to acquire the assets of PhotoAccess, a provider of online digital camera photofinishing services.
Pitney Bowes to acquire Group 1	4/13/2004	Pitney Bowes to acquire Group 1, a developer of direct mail software.
RISO ink jet uses Agfa Monotype color technology	5/14/2004	RISO licenses Agfa Monotype's ColorTune color profiling technology for use in its Orphis HC5000 ink jet printer.
Samsung to use Wind River platform	5/3/2004	Samsung's consumer electronics products, including digital televisions, DVD players, and printers, to use embedded software based on Wind River's development platform.
Software Imaging launches color consulting service	5/7/2004	Software Imaging establishes the Color Consultancy Group, which will assist printer OEMs and independent software vendors in the development of print drivers, RIPs, and color management systems.

Distribution Notes	Date	Comments
Ingram Micro to sell Concord digital cameras	4/14/2004	Mega technology distributor Ingram Micro to sell Concord's line of digital cameras in the U.S.
KPG to offer Screen CTP systems	5/3/2004	Kodak Polychrome Graphics to sell Screen PlateRite computer-to-plate imaging systems and Trueflow workflow products.
KPG to sell Canon CLC color copiers	5/6/2004	Kodak Polychrome Graphics to become a reseller of Canon's CLC-series color copier/printers, including the CLC 1100, CLC 4000, and CLC 5100. Danka will service the Canon machines that KPG places.
Toshiba acquires A&B Business Equipment	4/21/2004	Toshiba to acquire A&B Business Equipment, a copier dealer serving South Dakota, Southwest Minnesota, and Eastern Wyoming.
Zio to bundle SoundPix software	5/3/2004	Zio to bundle SoundPix Plus software, which allows users to add audio to image files, with its Dazzle and CameraMate digital media readers.

Color Business Report

On April 12, 2004, ColorSpan introduced the DisplayMaker X-12+ large-format ink jet printer. The DisplayMaker X-12+ has 12 print heads, and can be configured to print in four, six, eight, 11, or 12 colors. Print resolution is 600 dpi, and the machine has a top speed of 600 square feet per hour in draft mode. The DisplayMaker X-12+ is available in two print carriage widths: A 60" machine is available for a retail price of \$23,995, and a 72" version costs \$24,995.p

On April 14, 2004, **NUR Macroprinters** (Lod, Israel) introduced the NUR Tempo L, a large-format flatbed ink jet printer. The NUR Tempo L prints in four colors, and can accommodate sheets up to 6.5' wide and 10.5' long. The machine can print up to 550 square feet per hour, with a print resolution of 360 dpi. The NUR Tempo L is available for \$350,000.

At the International Sign Expo (Orlando, FL, April 14, 2004 - April 17, 2004), NUR demonstrated a prototype large-format ink jet that can print on media up to 16' wide. The as-yet-unnamed machine uses UV-curable inks, and prints in eight colors. Maximum print resolution on the machine is 720 dpi. At 360 dpi, print speed is 1,900 square feet per hour. The 16' printer is in beta testing, and NUR expects to make its first commercial shipments during the fourth quarter of 2004.p

On April 30, 2004, **Noritsu America Corporation** (Buena Park, CA) introduced the MYTIS-1 large-format ink jet printer. The MYTIS (Multi-Yield Transfer Ink Jet System) is a six-color ink jet printer which uses a dispersion dye sublimation process to transfer images onto polyester media. According to Noritsu, prints need not be laminated, and they have a three- to five-year lifespan, even when displayed outdoors. Print resolution on the MYTIS-1 is 720 dpi. The machine can make prints as large as 48" by 16'. Maximum print speed is 160 square feet per hour. In the past, Noritsu has used Epson ink jet technology, but we were told that the MYTIS-1 is all Noritsu. The MYTIS-1 is available for a retail price of \$79,000.p

On May 3, 2004, **Hewlett-Packard Company** (Palo Alto, CA) introduced the Designjet 100plus large-format ink jet printer. The Designjet 100plus, designed for CAD applications, is a desktop printer, and uses HP's Modular Ink Delivery System. It handles sheets up to 18" by 24". The machine's paper tray accommodates up to 150 sheets. The Designjet 100plus also has a rear slot for feeding single sheets up to 24" wide. Print resolution is 1200 by 600 dpi, and the Designjet 100plus can make a 2' by 3' print in about 90 seconds. The Designjet 100plus is available for a street price of \$995.p

Color Business Report

Subscription Form

I would like to subscribe to the *Color Business Report*:

- I would like to receive Please send me hard copy.
 Please send me the newsletter in PDF format, via e-mail.
- A check for \$545 is enclosed for 12 issues (\$595 outside North America, in U.S. funds drawn on a U.S. bank).
Make check payable to Blackstone Research Associates. Massachusetts subscribers add 5% sales tax.
- Please send me an invoice. P.O. number: _____
- Please charge Visa/MC/AmEx/Discover No: _____ Expires: _____
- Signature _____
- Please send instructions for wire transfer.

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

Mail check/P.O. and order form to: Blackstone Research Associates, 10 River Road, Suite 104, Uxbridge, MA 01569-2245
Phone (508) 278-3449 Fax (508) 278-7975 E-mail mike@blackstoneresearch.com