

Ricoh unveils award-winning NYC Customer Experience Center, offering customers hands-on interactivity with newest digital workplace technologies

Ricoh creates new collaboration space where customers and dealers can experience technology in action, and use the center to demo to their customers

NEW YORK CITY, December 11, 2017 – [Ricoh USA, Inc.](#) today announced its latest investment in enhanced customer experiences, its Customer Experience Center (CEC) in New York City. Recently honored as a [2017 Experience Design & Technology Award](#) recipient by *Event Marketer*, the CEC features Ricoh's broad portfolio, collaborative technologies and deep expertise. The CEC, designed to help customers and dealers experience Ricoh's most innovative offerings first-hand, grants visitors access to technologies that empower digital workplaces: workflow automation, production printing, audiovisual communication, camera imaging, and collaboration – which will include the IBM Watson-powered [RICOH Intelligent Workplace Solution](#). The CEC also makes available Ricoh's services offerings, demonstrating how workflows and solutions are expertly implemented and integrated by Ricoh team members.

“The CEC itself is a service offering in a way. We want it to be the physical avatar of our commitment to customer-centric, services-led business, enabling our customers and dealers to capitalize on our people, processes and technology,” said Glenn Laverty, Senior Vice President, Marketing, Ricoh Americas and President & CEO, Ricoh Canada. “We want clients who may not instinctively associate certain technologies with the Ricoh brand to experience them first-hand and to gain actionable insights that can help them uncover new ways to help improve their business with our help. We believe putting the customer at the center of it all is the best way to design and implement solutions and services, so we have invested heavily in making that happen.”

The CEC has been created for Ricoh direct customers as well as customers of its Ricoh Family Group of dealers – Ricoh, Savin and Lanier. Each experience can be unique and customized based on their interest or industry. Ricoh dealers are able to customize with their logos, videos and other content to communicate key differentiators to their customers. Industry-leading *Event Marketer Magazine* recently announced the New York CEC as a winner of the Gold Award as part of its 2017 Experience Design & Technology Awards. The world's largest program of its type,

these awards celebrate the best-designed live experiences and the most powerful “wired” engagements delivered by brands and partners worldwide.

“Ricoh is committed to being the number one dealer provider in the industry, and the new CEC is the most recent example of that commitment,” said Jim Coriddi, Vice President, Dealer Division, Ricoh USA, Inc. “It’s one thing to explain your value proposition to a potential customer. Ricoh has taken it to the next level, investing in a facility that enables dealers to show customers their value within a real-world setting – as if it is their own branded showroom – and it’s a game changer.”

The CEC is the latest in a long series of investments and big shifts in the enterprise services realm from Ricoh. It is home to a diverse set of rooms that reflect a variety of potential enterprise environments, from a boardroom to a huddle room to a production print space, for both customers and dealers to help them to grow their businesses. As part of Ricoh’s commitment to serve a wide variety of customers, the space also includes a lecture hall/learning space and a “tunnel” that leverages networked projectors that allow users to interact with images projected on the walls, collaborating in real time. Visitors can see and interact with each of these realistic enterprise environments and others, all of which experts can personally design to reflect potential or planned implementations.

The NYC CEC is one of five facilities across the country that will be created or updated, enabling customers to experience Ricoh’s innovative technologies for various industries as well as in the production environment. The new CEC adds to Ricoh’s existing [Customer Experience Center and Executive Briefing Center](#) in Boulder, Colorado and others around the world specifically designed for experts within Ricoh’s Commercial & Industrial Printing (CIP) Group to collaborate alongside our production customers – commercial printers, book publishers, print service providers and enterprises of all sizes – to help solve their printing and workflow challenges.

For more information on Ricoh’s offerings, visit <https://www.ricoh-usa.com> or follow the company’s social media channels on [Twitter](#), [Facebook](#) and [LinkedIn](#).

| About Ricoh |

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the

financial year ended March 2017, Ricoh Group had worldwide sales of 2,028 billion yen (approx. 18.2 billion USD).

For further information, please visit <http://www.ricoh.com>

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