



**MARKET OVERVIEW:** You run a public or private school and the demands for equipment to support the faculty and students get more complex every day. The immediacy of information from search engines like Google means that educators can find the information they need to print for a class they have within the hour. Your computer labs need versatile and reliable solutions to handle the mix of jobs as well as to protect your school against the abuse of student users. You want to provide the best equipment available to meet the needs of everyone, but your budgets are shrinking or have remained flat. Your challenge is also complicated by the use of both PCs and Macs in school environments. Dual platforms complicate networking and printing, making these decisions even more difficult. Ricoh understands these concerns and has designed the Ricoh Aficio MP C2050/MP C2550 Series with Ricoh's GlobalScan and/or Equitrac Express to solve these problems and more.

## EDUCATION: PUBLIC & PRIVATE SCHOOLS

HOW THE RICOH AFICIO MP C2050/MP C2550 SERIES CAN HELP:

### Print Advantages

- With network connectivity for both Macs and PCs, hybrid school environments can take full advantage of Ricoh Color MFP functionality with machines that can serve the Mac computer lab and your office.
- The need to re-wire older buildings has prevented some schools from upgrading equipment. IEEE 802.11a/b/g Wireless LAN functionality eliminates the need for hardwiring, which may be impossible or cost-prohibitive to install in older schools with concrete block construction.
- Direct digital camera connectivity allows your students and teachers to capture images from field trips, laboratory classes, assemblies, and sporting events for color printing and distribution improving staff and student creativity.

### Scan & Send/Fax Advantages

- With Scan-to-Email functionality, full-color and black & white documents such as sports photos or term papers can be scanned and sent as TIFF, JPEG, or PDF files, saving you time and money over faxing.
- Scan-to-URL allows school districts to share information such as school budget files, teacher employment applications, or other administrative documents by sending only the URL link to the data stored in the system hard drive in an e-mail instead of sending the entire file.
- Store your presentations, handouts, or photos directly to a USB memory device or SD memory card with the Scan-to-Media feature. Now you can take your work home and be ready for class the next day.
- High speed Super G3 fax functionality means larger documents such as teacher contracts and credentials or security information from an employment application can be sent as fast as 2 seconds-per-page.

### Copy Advantages

- With the optional Internal Finisher with stapling and optional hole punching, print your own newsletters and programs, eliminating the need to send these jobs out at an added expense.
- Because these Ricoh Color MFPs offer fast speed for black & white and color output, engaging visuals or hardcopies of course materials can be quickly and inexpensively distributed to students as needed.
- The easy to use full-color W-VGA panel found on the MP C2050/MP C2550 allows casual student users in a library to walk up and make copies quickly without help from a Librarian or aide.

### Document Server Advantages

- The Store & Print function available with the Hard Disk Drive allows worksheets and forms to be printed while that same document is being stored on the HDD in one single operation, saving time and minimizing steps.
- The Document Server found on the MP C2050/MP C2550 allows schools on a budget to maintain documents for storage and retrieval without additional hardware or expense, as well as to take advantage of print-on-demand for repeatable jobs like forms, school flyers, report cards, tests, and attendance sheets.

### System Security Advantages

- Using Ricoh's Classification Code feature, your school can track printing costs to ensure they are allocated to the appropriate users, teachers, or departments.
- Because the MP C2050/MP C2550 offers an unauthorized Copy Control Feature, your teachers can reduce the risk of students illegally copying documents such as tests by using the RPCS Driver.

### Software Solution Advantages

- With Ricoh's GlobalScan, school districts can easily turn manual business processes into electronic document workflows. By scanning to workflow, teachers and/or administrators can easily convert paper documents into electronic documents eliminating manual filing and retrieval processes and expenses, which helps control costs and reduce redundancies. In addition, GlobalScan's electronic repository reduces paper storage and the costs associated with purchasing filing cabinets, etc.
- GlobalScan helps education departments comply with Sallie Mae regulations (security and privacy of information required by the government) by ensuring data security with network authentication, including support for Kerberos, an advanced protocol that certifies the identity of both the sender and the recipient. In addition, users can increase data security with password-protected PDFs by entering a password before scanning, so PDFs that reach unintended recipients are illegible.
- GlobalScan also enables schools within a district to easily share information across multiple departments and buildings in minutes, via scanning to e-mail addresses, distribution lists or network folders. GlobalScan administrators can track the scanning details of this information (who scanned, where it went, paper size and page count are captured and assigned to each user) to produce detailed reports for charge back to individuals and/or departments and to support compliance reporting.
- With shrinking school budgets, Ricoh's Equitrac Express solution provides administrators with the capability to control who can print, how many pages and to which output devices to control operating expenses. Administrators can easily track, analyze and charge back faculty, staff and even students for printing/copying to any printer, MFP or walk-up copier.

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