

High-speed, **FULL** color, and a **Green** junkie too!

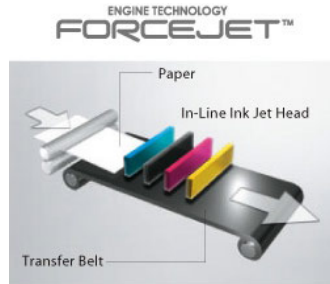
The ComColor™ digital Forcejet™ printer is now in Malaysia!

The **RISO ComColor™** – with FORCEJET™ printing technology and ENERGY STAR certified, is aimed at fulfilling the market's increasing demand for print-quality between the conventional Digital Monochrome Copiers and that of the Digital Color Copiers.

Most organizations value color in their prints now, but to go through the Digital Color Copiers and printers at approximately 50 cents per click is not the most ideal way to **Communicate in Color**, in the long term.

This is where the **ComColor™** digital Forcejet™ printer fits in. Its affordable color applications provide a new alternative and acts as a supplement to the Digital Color Quality by a new standard. We name it the ComColor Digital Print.

The **ComColor™** digital Forcejet™ printer fits right into the average office, manufacturing plants, print-for-profit centers, educational institutions and even non-profit organizations. Some very good applications of the **ComColor™** include internal documents in color: -



- > **Short/ Medium-Run Books-on-Demand**
- > **Newsletters**
- > **Training Modules**
- > **Letter Head**
- > **Thesis**

- > **Forms**
- > **Reports**
- > **Statements**
- > **Minutes**
- > **Envelopes**

The revolutionary **ComColor™** is brilliantly designed to boast the following winning features:

- High Speed Duplex printing at 150 pages per minute - due to its innovative 'stackless' mechanism, that's the same speed as Simplex printing.
- **Environment Friendly** – Special fast-drying oil-based ink on paper (the **ComColor™** adopts a no-heat, non-impact inkjet printing technology). And being non-reliant on toners, the **ComColor™** is pleasantly odorless.
- Heavy-duty workhorse - Monthly production cycles of above 500,000 color prints per month.
 - The ideal digital Forcejet™ printer to cater to transactional and transpromo documents, direct mail, booklets, value-oriented marketing collateral, and more.
 - Works brilliantly as a Centralized Office Network Color Printer.
 - Simply 4 to 8 cents per A4 color page, based on 10% coverage of the print-out.



Business Color

Business Color is growing the fastest among all of the three traditional full color segments (*Fig. 1*). In fact, with advances in traditional copiers and printer technology, Business Color is poised to take over black and white output in many segments of many product lines. All the large MFP copier manufacturers are selling a device that will print in black and white for one price, and in full color for another.

The quality of these prints is sufficient for the large majority of the everyday color demands of many customers. However, the sharpness and quality of Business Color is on the lower end of the full color market. This means that Business Color is not the best choice for reproducing high quality photographs, fine text, or images. This does not mean Business Color is limited by the lack of high-quality output. It simply means that realistic expectations must be set to ensure that Business Color is the right match for the customer's requirements.

Many new devices in the Business Color segment have begun to cross the boundaries into both Graphics and Production Color. The intrusion into Graphics Color is due primarily to improvements in technologies, coupled with lower expectations from many customers.

The pressure on Production Color may be attributable to savvy marketing, rather than advances in technology. Currently, the fastest output device in this segment produces 60 – 70 pages per minute. While the output quality approaches that of Graphics Color, the speed is hardly in line with the 100+ cpm characteristic of many Production Color devices.

The main attraction of Business Color is that it adds more flair to documents without dramatically increasing cost. If the customer's need is for low cost, while production speed and quality are not a concern, then Business Color is probably a satisfactory choice.

FULL COLOR MARKET TECHNOLOGIES				
	Production	Graphics	Business	Communication
Speed	150+ cpm	15 – 40 cpm	10 – 50 cpm	90 - 150 cpm
Operating Cost	Low	High	Medium	Low
Quality	High	High	Medium	Medium
Target Market	Large PFP	DTP or PFP	All Markets	All Markets
Key Benefit	Large production capabilities.	High quality proof copy capabilities for DTP market.	Low entry and lower operating cost to allow more flexibility for usage.	Combines many benefits of all three traditional segments.

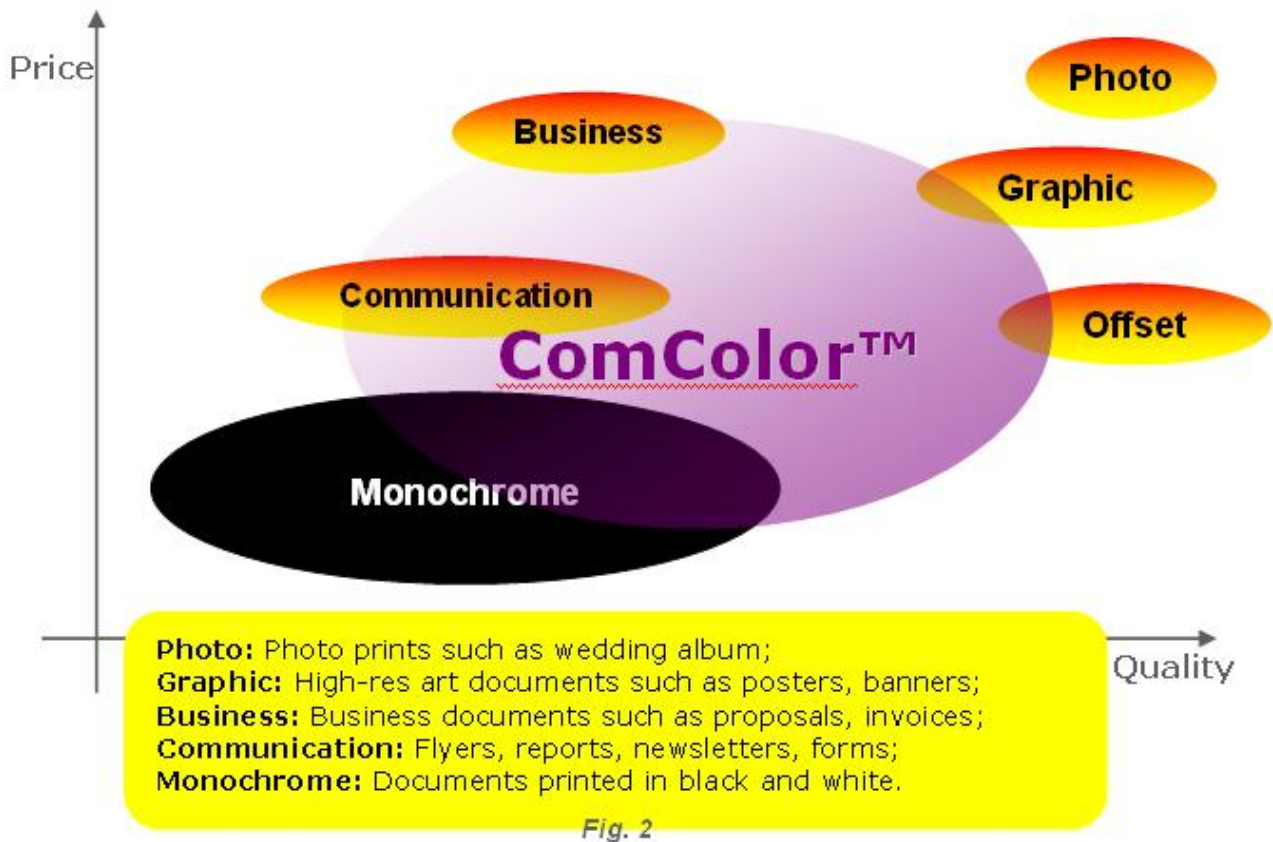
Fig. 1

ComColor™

Communication Color: a new opportunity for **FULL Color** at very affordable cost.

While the three traditional segments cover a wide range of technologies and satisfy a number of needs for full color, we believe that they represent just the tip of the iceberg in terms of the opportunity for full color. Using this analogy, the largest part of the market for full color technology lies beneath the surface, enormous in size yet untapped and hidden away. Because today's technologies have not adequately addressed the need for speed and low cost, customers have opted for monochrome solutions — a great irony and a tremendous compromise in a world of color.

With this in mind, RISO has created a new full color technology, **ComColor™**, which delivers all three benefits — speed, low cost and reliable color output — for everyday applications (*Fig.2*). We believe that this development has created a fourth and potentially enormous segment as supplement to full color — what we have termed **Communication Color**.



With its unprecedented union of high-speed output, reliable color prints, and economical color printing, Communication Color will allow the market to fulfill the demands and expectations of full color in more documents than ever before, for everyday use in a wide range of applications or communications. However, we believe that the real power of Communication Color technology lies beyond its use for existing color applications. **Communication Color** provides end-users with full color options where, today, the only choice is black and white.