

Ricoh Aficio MP C4502 Series

Outstanding 41- to 50-ppm
A3 Colour MFP



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BLI has chosen the Ricoh Aficio MP C4502 Series to be the recipient of a Summer 2012 "Pick" award for "Outstanding 41- to 50-ppm A3 Colour MFP" because of its outstanding reliability, top-notch print productivity and innovative feature set. "The MP C4501 Series predecessor models are productive workhorses that take everything in stride and we weren't sure that Ricoh could top them, but BLI's rigorous battery of tests has proven that with the Aficio MP C4502 Series, the company has taken these models to the next level," said David Sweetnam, head of Research and Lab Services for BLI's UK laboratory. The MP C4502 Series offers significant improvements over the predecessor models, including a larger hard drive capacity, a new standard GW-NX controller that's said to be up to five times faster than its predecessor, and a tiltable control panel whose home screen can be customized for individual users. An already strong security feature set has been further enhanced with standard Unauthorised Copy Control in both drivers and a standard Data Overwrite Security and Encryption Kit supporting the latest encryption algorithms.

BLI technicians were impressed by the MP C4502's outstanding productivity in both print and copy modes, and with both the PCL 6 and PostScript drivers. First-copy times and colour scan speeds continue to be among the best for devices in this speed range. In addition, the MP C4502 Series produced job stream test results in colour that were among the best of the competitive group from the PCL driver. "This means that the device will be highly productive in real-world office environments in which multiple jobs are sent to the device at once during busy times of the day," noted Ian Latham, BLI's European lab manager.

Also helping this model to earn a place in the winner's circle is its near flawless reliability. Indeed, the MP C4502 Series completed BLI's demanding 200,000-impression durability test without a single misfeed and no service required. "The device also received high marks for all aspects of connectivity," said Latham. "Feedback to workstations was excellent, and the device provides bidirectional feedback from the drivers regarding errors such as misfeeds, which means that it's as easy to manage as it is to use."

Another key feature shared with its new generation sister models is an Eco-Friendly Counter that helps administrators minimize costs by providing paper usage histories for specific users or workgroups, and information on output type such as simplex or duplex. The device also earned high marks from BLI technicians for print quality.

“Ricoh’s new tiltable control panel is so much more than a cosmetic improvement,” said Sweetnam. Up to 72 shortcuts for common job types can be added on up to six screens. In addition to Ricoh’s Embedded Software Architecture (ESA) open platform technology, a new services-led platform can be used to access cloud-based solutions, and a Web browser option offers URL storage of up to 50 favourites including integrated cloud environments (ICE) and HotSpot printing.

“BLI’s recognition of our MP C4502 is an acknowledgment to Ricoh that we designed these devices with the business environment in mind. As the volumes of scanning and electronic archiving are increasing rapidly, we reply to this demand with products that demonstrate solutions today and not sometime in the future,” said Suzanne Racz, senior product manager at Ricoh Europe. “Our new platform enhances business performance through a wide range of new capabilities designed to help companies to improve their workflow, cost of ownership, sustainability, security, compliance and accessibility.”

About **BLI Pick Awards**

Twice a year with its “Pick” awards, BLI gives special recognition in each category to those products that provided the most outstanding performances in BLI’s exhaustive lab tests.

BLI’s awards stand alone in that they are based on a rigorous battery of lab tests that takes approximately two months to complete. The evaluation includes an extensive durability test, during a portion of which each unit is run at the manufacturer’s maximum duty cycle. BLI’s durability test is unique among office product evaluations and uniquely qualifies BLI to assess reliability, a critical factor for buyers and IT directors.

Other performance attributes evaluated include ease of use, media handling, productivity and value, among others. Each product that successfully passes BLI’s lab test earns BLI’s “Recommended” or “Highly Recommended” seal and a BLI “Certificate of Reliability” and qualifies as a “Pick” award contender. Consequently, a BLI “Pick” is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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