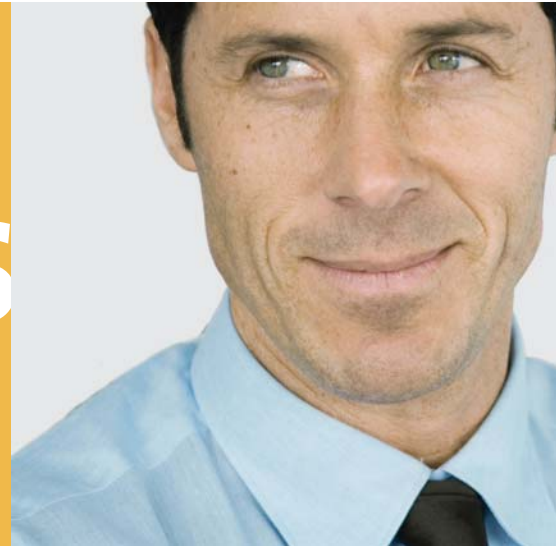


Ricoh Developer Program™
For Commercial and In-House Developers
Unprecedented, Exclusive Resources

RICOH



access



 **RiDP™**

collaboration

success



Ricoh Developer Program™

Superior Support for Custom Development

The RICOH® Developer Program (RiDP™) provides unprecedented access to the development tools, technical resources, sample code, training and engineering support that commercial and in-house developers need to integrate new or existing solutions with hardware and software from Ricoh, Lanier and Savin. Whether developers need to embed a solution within our hardware or software, customize a printer or fax driver, integrate with content management systems, or create other specialized applications, RiDP makes development faster and easier. RiDP is available to independent software vendors, as well as developers with colleges and universities, and Ricoh major and strategic accounts. RiDP has six tiers of membership, each with unique resources and benefits.

RiDP Program Level Benefits	Basic	Premier	Premier Plus	MASA	EDU	DocMall
Technical Support						
Annual Support Incidents	0	3	Unlimited	20	0	7
Optional Fee-Based Incident Blocks	•	•	N/A	•	•	•
Callback Phone Support*			•			
Fee-Based Compatibility Testing			•			•
Automatic Notification of Tool Updates	•	•	•	•	•	•
Use of RiDP Lab (Fee-Based)			•			
Access to Beta SDKs (at Ricoh's Discretion)			•			
Development Tools						
PCL Command Set	•	•	•	•	•	•
PJL Command Set	•	•	•	•	•	•
PostScript Local Operator	•	•	•	•	•	•
Standard MIB Specification	•	•	•	•	•	•
Private MIB Specification	•	•	•	•	•	•
PC Fax API		•	•	•	•	
RPCS Driver API		•	•	•	•	
SmartDeviceMonitor API		•	•	•	•	
Device Browser		•	•	•	•	
GlobalScan SDK			•	•	•	
Embedded Software Architecture SDK			•	•	•	
DocumentMall SDK (Contract Addendum Required)			•	•	•	•
Training and Marketing Resources						
Equipment Program			•			
Training			•			
Use of Compatibility Tested Logo Upon Successful Completion			•			•
Ricoh Conference Participation			•			
Press Releases			•			

*Pilot program; Ricoh reserves the right to discontinue at any time.

Develop Train Test Succeed

Basic Membership

Basic membership enables access to exclusive Web content, including detailed descriptions of development tools and documentation.

- A PCL Command Set supplement describes the language specification of the Ricoh-specific PCL (Printer Control Language). Ricoh-specific PCL is based on the Hewlett Packard PCL, and includes some expanded commands for Ricoh devices.
- The PJI Command Set supplement describes the language specification of the Ricoh-specific PJI Printer Job Control Language. Based on the PJI from Hewlett Packard, Ricoh-specific PJI features some extended commands for Ricoh devices.
- A PostScript Local Operator supplement describes the language specification of PostScript Level 3. It details changes made to the Adobe Systems Incorporated PostScript 3 specification, enabling more productive use of Ricoh printers and network-connected multifunctional products (MFPs).
- The Standard Management Information Base (MIB) specification is a database related to network administration of connected print devices, including Ricoh printers and MFPs. Normally, network-connected printing devices are referred to as agents and a network management application is called the manager. From the manager's point of view, each print device is a separate resource or database of information managed via Simple Network Management Protocol (SNMP).
- A Private MIB specification document describes the proprietary Ricoh private MIB implemented on Ricoh printers and MFPs. This exclusive information is not referenced in industry-recognized MIB standards.
- Additional support includes automatic e-mails when new versions of development tools are released, access to the RiDP Technical Q&A Database and purchase of incident support blocks for use by up to three developers.

Premier Membership

Premier membership provides access to application programming interfaces (APIs) and extended technical support and resources, as well as everything in the Basic tier.

- The PC FAX API¹ initiates fax transmissions from within proprietary fax applications. It requires the LAN Fax Driver (available from Ricoh online) to be installed on the same computing device as the fax application.
- An RPCS Driver API² allows developers to invoke customized printing directly from an application using the Ricoh Printing Command Stream (RPCS) Driver, which is specifically designed for Ricoh printers and MFPs.
- A Device Browser that enables development of simple content for display on the MFP panel without writing software or an application. It provides a portal to external HTML content directly from the Ricoh MFP.
- The SmartDeviceMonitor API³ allows other applications to obtain status information about connected Ricoh devices from the SmartDeviceMonitor management utility.
- Additional support includes technical help from the Ricoh engineering team via e-mail, up to three support incidents per year, and the purchase of additional incidents for use by up to three developers.
- Use of the RiDP Premier Member logo.

¹ Supports Windows 95/98/Me/NT 4.0/2000/2003/XP

² Supports Windows 95/98/98SE/Me/NT 4.0/2000/2003/XP/Vista

³ Supports Windows 2000/2003/2008/XP/Vista



No matter what kind of customization developers need to accomplish, membership in RiDP helps make the process faster and easier.



Many developers who join the RiDP use the program's resources to create customized, highly marketable capabilities for Ricoh software solutions.



RiDP makes it easier and more convenient to develop specialized applications, unique integrations and other tailored solutions.

Ricoh Developer Program™

Premier Plus Membership

Premier Plus membership¹ provides access to extensive support, technical resources and training, plus everything in the Basic and Premier tiers.

- The Embedded Software Architecture SDK is a state-of-the-art application development environment that allows developers to create customized embedded applications for Ricoh printers and MFPs. It is based on Java ME technology and controls most aspects of device operation, including printing, scanning and faxing.
- A GlobalScan SDK enables developers to plug into Ricoh MFPs and GlobalScan Server Software using common development languages and methods.
- A DocumentMall SDK allows developers to customize input options into the DocumentMall secure storage repository. It requires a DocumentMall account and a signed DocumentMall Premier Plus contract addendum.
- Take advantage of unlimited e-mail support incidents from the RiDP Engineering Support Team and make use of technical resources, including sample code.
- Shorten time to market for new products with access to beta versions of SDKs (by invitation only).
- Purchase or lease hardware at significantly reduced prices.
- Receive classroom training on the Embedded Software Architecture SDK and/or the GlobalScan SDK, as well as any additional training programs Ricoh offers, to achieve an efficient development cycle and successfully launch new products.
- Participate in Ricoh press releases, Ricoh-supported trade shows and exhibitions, as well as publications and advertising materials (by invitation only).

Major Account / Strategic Account (MASA) Membership

The MASA tier^{1,2} helps in-house developers for large organizations that already have the technical expertise required to successfully integrate customized solutions with Ricoh hardware and software.

- Access the same high-level tools as Premier Plus members, as well as technical support via e-mail. This combination allows in-house developers to create integrated solutions for Ricoh hardware and software more rapidly.

- Take advantage of up to 20 e-mail support system incidents. Additional e-mail support incident blocks can be purchased for use by up to three developers.

EDU Membership

Designed for higher education institutions, the EDU program^{1,2,3} gives members access to the tools necessary to integrate in-house ECM systems with Ricoh hardware and software.

- Acquire the highest-level tools in the Ricoh Premier Plus Program, including Ricoh's Embedded Software Architecture (ESA) technology.
- Purchase e-mail support blocks for use by up to three in-house developers.

DocumentMall™ Membership

This tier¹ helps developers add on-demand document management capabilities to solutions with access to a powerful SDK that can customize applications for integration with the DocumentMall platform.

- Includes up to seven e-mail support system incidents. Additional e-mail support incident blocks can be purchased for use by up to three in-house developers.

Learn More Today

Technology continues to evolve and so will the Ricoh Developer Program. We continually add exciting new tools and services that reinforce Ricoh's commitment to the commercial and in-house developer community. For more information about the Ricoh Developer Program, please visit www.ricoh-ridp.com.

¹ Ricoh will verify developers' skills prior to program acceptance and a signed contract is required.

² Ricoh account representatives must approve admission.

³ The EDU program is solely for the IT development teams within accredited colleges and universities.

RICOH

www.ricoh-usa.com

Bringing Ricoh Value to Your Organization

Ricoh technology offers a diverse portfolio of solutions to help your organization stay competitive and move ahead. Let Ricoh show you how to empower your business to improve critical processes, keep information secure, ensure compliance and promote environmental sustainability while reducing the total cost of ownership.

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Embedded Software Architecture™



Our earth,
Our tomorrow