

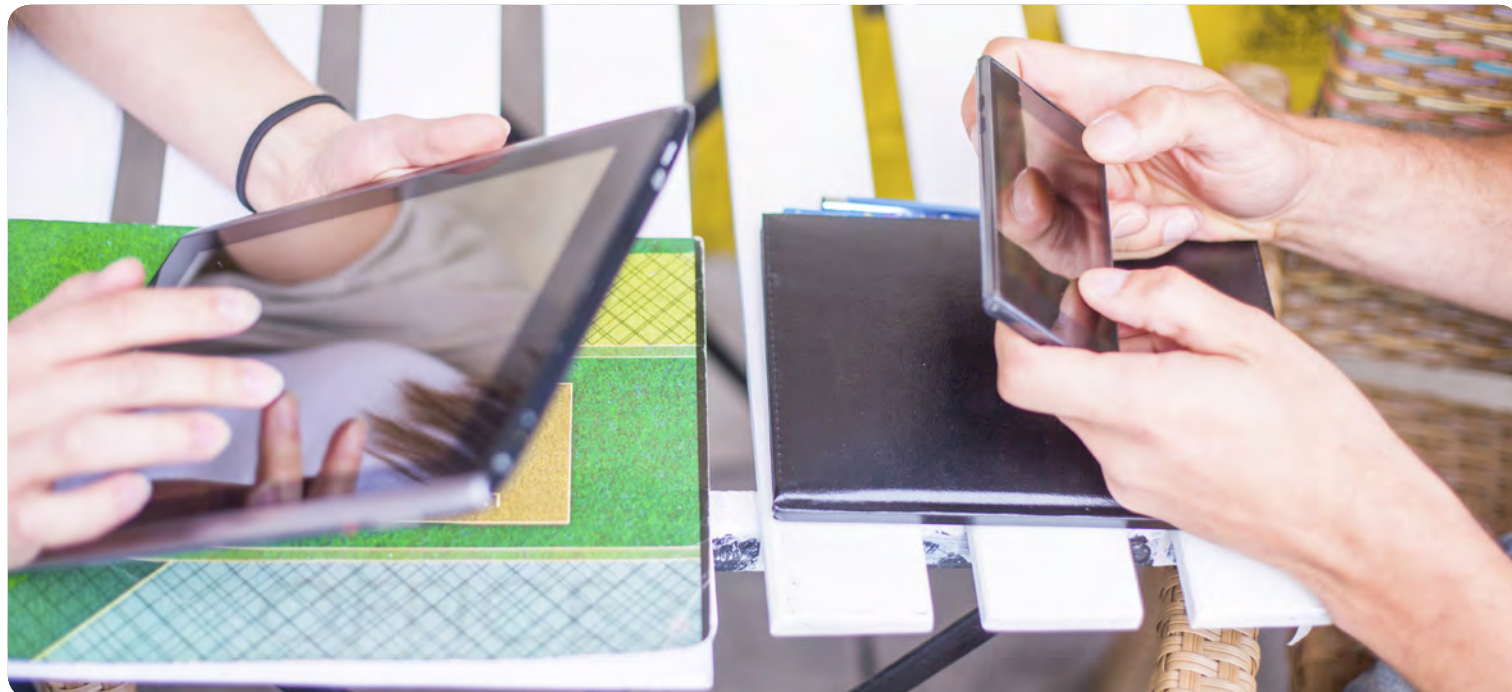
A close-up photograph of a person's hands holding a silver smartphone. The person is wearing a grey sweater and blue jeans. Below the hands, an open book with many pages is visible. The background is slightly blurred, showing more of the person's clothing and the book's pages. The overall tone is professional and modern.

Effective publishing
for the digital age.

RICOH
imagine. change.

Publishing Solutions - Education

Ricoh's suite of innovative and effective publishing solutions directly addresses the needs of today's modern publisher. It combines flexibility with scale to ensure that publishers produce content that is accessible across a range of channels and devices.



Digital disruption

Publishing has a long and illustrious history stretching back thousands of years. However, the advent of the digital age has led to one of the most challenging periods in its history, particularly for academic publishers.

From declining print book sales to the rise of the eBook, publishers are seeing the old world replaced with a disruptive new business model. And while this new business model opens up its share of possibilities, it also poses several threats, such as increasing competition across the industry.

This change is being driven by an insatiable demand for new and more flexible ways to consume content. From e-readers to smart devices, today's modern reader expects to consume material on their terms, especially across academic publishing. Alongside this is the growing Open Access (OA) movement that has already made 1.5 million academic works available online for free, disrupting a previously very controlled environment.

This has all helped contribute to shorter print runs, despite more books actually being published. And while sales of eBooks are growing, they are failing to fill the gap left by declining print sales. The process can be complex and expensive, making it still relatively unknown territory for many publishers.

All publishers - but especially academic publishers - are therefore faced with the challenge of adapting their business models to generate much-needed revenue from their publishing businesses,

but doing so online or in eBook format keeping in line with evolving reading habits.

Ricoh's expertise and suite of modern publishing solutions are designed with the digital needs of the modern print service provider in mind. Drawing on our extensive printing and publishing heritage, our global expertise ensures we are perfectly placed to advise publishers on how to adapt their models for the new digital age.



The average run lengths of books is declining - 79% of all print runs for books are under 5,000 copies now*



Digital printing of books is growing rapidly in Europe, 50+ billion digital pages will be printed in Western Europe by 2017 – an increase of 21 billion since 2012**



530,000 new titles in print in 2011 – growth of 8% since 2007***

Sources:

*PIRA Printing on Demand – the Opportunity in Books and Packaging 2012

**Infotrends Growth Applications for Production Digital Print in Western Europe, Aug 2013

***European Book publishing statistics Nov 2012



Turning a digital challenge into an opportunity

Ricoh's range of services and solutions has its roots in our extensive print experience, and a heritage that is characterised by a deep understanding of the challenges faced by the publishing industry. Our global market experience means we can offer academic publishers a range of solutions that enable them to quickly evolve their business to adapt to the new models of consumption in today's fast-moving, digital world.

Ricoh's print on demand solution, for example, delivers the flexibility that allows publishers to reduce warehousing costs, making it cost-effective to print short runs of books. This can be done for both new titles and reprints, offering new revenue channels by making it cost effective to sell backlist titles and even books that are out of print.

Alternatively, solutions such as local production (or "distribute and print"), which effectively bring the printing operation to the publisher, help to reduce or eliminate distribution costs, which can account for up to 40% of the total cost of print production. It also delivers new opportunities for customisation and localisation, as well as improving publishers' sustainability credentials by minimising transport and reducing wastage.

Finally, Ricoh's multi-channel publishing offerings are designed for the digital age allowing you to create new types of books that are suited to evolving consumer consumption habits. This could be publications that come with an e-reader version, or even digital "extras" like those found on CDs.

From print on demand to customised books that combine the best of digital and print technology, via local printing and multi-platform solutions that bring the printed page firmly into today's digital market, Ricoh can help publishers across education and beyond prepare for a digital future.

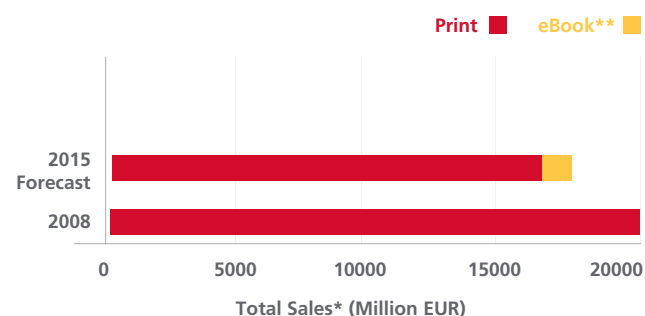
Key Benefits

- The production of short run books are cost effective with excellent quality, helping to reduce the amount of unsold books
- Shorter time to market
- Environmental benefits including reduced waste and transportation costs
- Reduction in warehousing costs
- Multi-platform solutions that link the printed page to a digital platform

The challenges facing publishers



Sales in EMEA top five printed and eBook markets



Source: idate (2011)

*Total sales are declining in Europe.

eBooks are growing but are not filling the gap.

**eBook share is expected to reach no more than 25% in Europe.

Currently less than 5% in most European countries, with UK at 10%



Figure1: Prepare for a digital future

About Ricoh

As a global company specialising in imaging equipment, production print solutions, document management systems and IT services, Ricoh offers academic Publishers a scalable, sustainable suite of solutions that can help them make sense of the digital world.

Central to our philosophy is our belief in collaboration, optimisation and innovation. Every product and service we provide is tailored to each customer's needs. This strategy enables us to ensure every project is bespoke, and every solution is unique. Here are some examples of our work:

Success stories

High volume print on demand

Using Ricoh's Inkjet technology, an academic book printer in Italy is able to meet growing customer demand quickly and at affordable pricing. It is now possible to print a single copy or 1,500 copies of a book profitably. Ricoh's solution automates the workflow, integrating the management of data and processes to speed production and optimise output quality.

Digital printing

Across Europe, a growing number of book printers use Ricoh Digital Print light production technology to produce short run books, to complement their offset book production. In many cases clients cannot tell the difference between books printed digitally and those printed on offset, enabling them to offer a viable alternative for very short runs.

Distribute and print

In Sweden, a publisher is using Ricoh digital print technology at the heart of its distribute and print platform. This enables the business to print magazines on demand in retail and other locations. As a result, it has reduced its distribution costs by 40% and significantly reduced environmental impact.

Linking the printed page to the digital world

A Dutch magazine is using Ricoh's Clickable Paper technology to give its readers access to multiple rich media content locations online. Readers use the free app to scan "hotspots" with their smartphone, bringing a fresh dimension to the printed page with extras such as video interviews and weblinks.

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