

Clickable Paper™
It's time to go
beyond the
printed page



With Ricoh's Clickable Paper™ you
can protect your core business
and reinvent it at the same time.





Bridge the offline-online gap...



People now prefer the instant gratification that comes from online interactions and transactions.



It's important to keep up with the trends your clients are following. If mobile technology is trending strongly, where does this leave your print business?



With the rise of digital multimedia channels, there needs to be compelling reasons to keep your clients buying print instead of moving their business online.



At Ricoh, we are committed to 'go beyond print' strategies for commercial and direct mail printers, magazine and newspaper publishers and enterprises. Adding cross-media value to printed pages can help maintain client loyalty in even the most competitive market.

Embracing the latest interactive technology will lead to:



A new revenue opportunity that is easy to implement and use



Cross-media campaigns that yield rapid results and ROI



Increased client loyalty.



A powerful interactive print solution, Clickable Paper provides immediate one-touch access to multiple online resources such as video, websites, e-commerce sites and social networks by simply pointing a smartphone or tablet at any printed surface.

Clickable Paper redefines interactive print

Ricoh's Clickable Paper frees you from the constraints of QR codes. Clickable Paper doesn't need visible marks of any kind on printed materials so you don't have to design around a barcode. However, to raise awareness and educate app users, you can use the standard Clickable Paper logo.

Clickable Paper has three elements: Authoring, cloud server and mobile apps. Authoring makes a piece Clickable Paper enabled. The cloud server stores and manages documents and links. Smartphones and tablet users download the app, which displays the rich media results.

Newspapers, magazines, direct mail pieces, books, images, brochures, packaging, posters – all can be recognised by Clickable Paper, whether they were printed in the past or will be printed in the future. As long as you can provide the original source PDF, the authoring process is the same.

You can engage app users instantly through mobile visual searches. The faster your clients can engage app users, the more likely the users will act on the choices available to them. The CP Clicker apps display up to **six** rich media results at a touch. These can also enable mobile devices to take actions such as make a phone call, tweet, send an email or open a map. You can set up hotspots on top of anything in your document – from images, text in any language and diagrams to photographs and line art.

Key Benefits

- Connects print to multichannel media using image recognition technology
- Enables interactive print with fast access to photos, video/multimedia, websites, e-commerce portals and social networks
- Creates revenue opportunity via a cloud-based marketing service that is easy to implement and use
- Works without marking, editing or reformatting source materials
- Overcomes the limitations of QR codes
- Includes iOS and Android mobile apps that are free to download and use
- Allows your clients to drive brand awareness
- Enables app users to interact immediately via social media
- Offers data analytics to improve campaign responses and ROI.

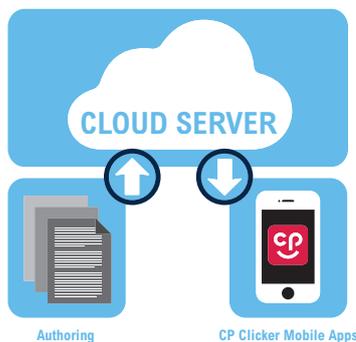
About Ricoh

Ricoh is a global digital technology specialist, a service-oriented company providing end-to-end solutions through expertise in areas such as professional services, software solutions & production printing. Ricoh helps businesses be more productive, effective and profitable.

Authoring

You or your clients can undertake the creative work and we at Ricoh make each piece Clickable Paper enabled on our cloud server.

- Enables your PDF files with one or more hotspots
- Assigns rich media results to each hotspot
- Rich media result can be updated at any time.



Cloud Server

- Indexes documents and associated rich media results in the cloud
- Analyses and matches the snapped images it receives from app users' smartphones or tablets
- Returns rich media results to the mobile device.

CP Clicker Mobile Apps

- Download free from iTunes Store® or Google Play™ with no charge for use
- Enable app users to snap documents with their smartphones or tablets
- Send the snapped images to the cloud server
- Display rich media results in an easy-to-use layout
- Enable app users to take a rich media action in seconds.

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imagine. change.

www.ricoh-europe.com

Increase click-throughs with creative offers

Strong calls to action motivate app users to click through. So provide compelling reasons for them to click and they will keep coming back for more. Clickable Paper makes it easy for them to visit an e-commerce site, watch a video, make reservations, download coupons, read a blog, participate in social media and much more. And at every step your clients can raise brand awareness with consistent design and messaging.

The creative possibilities are virtually unlimited, and data analytics can help you measure results and fine-tune campaigns to maximise ROI.

Go beyond print

Clickable Paper is a competitive strategy that allows you to offer a simple marketing service just by offering digital marketing capability in addition to the printed materials you already produce. And because it bridges the offline-online gap, it puts your business at the forefront of innovative mobile marketing.



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