

## PRESS RELEASE



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### GENOVA DIAGNOSTICS BOOSTS PRODUCTIVITY WITH RICOH PRO C900

#### *Digital Imaging System Handles Large Volumes Quickly and Efficiently*

**West Caldwell, N.J., November 30, 2009** – The Production Printing Business Group (PPBG) of Ricoh Americas Corporation today announced that Genova Diagnostics, based in Asheville, North Carolina, installed the RICOH Pro C900 to meet the demands of their extensive reporting requirements. Replacing two color copiers, Genova chose the Pro C900 as it provides improved productivity and seamlessly integrates with their existing reporting software.

Genova Diagnostics issues several thousand reports for clinicians, often 30-40 pages in length, on a monthly basis. At 90 pages-per-minute (ppm), the RICOH Pro C900 was up to the task to meet their high-volume with a fast turnaround. In addition, the Pro C900 produces crisp, professional color documents, which was another key factor in selecting this system as Genova's reports often include a variety of color graphics.

“We are fortunate that our business has seen rapid growth over the past few years in spite of the economic downturn,” said Robert Giles, vice president of laboratory operations for Genova Diagnostics. “The two color copiers that we had previously were not designed to accommodate the increasing volume demands made upon them. Our employees have

unanimously praised the RICOH Pro C900's ease of use and reliability, which allows them to complete jobs more efficiently.”

Easily integrating with their existing reporting software was another key consideration for Genova Diagnostics. They initiated a full-scale validation of the software system on the old copiers and compared it to the new RICOH Pro C900. After a successful test run, Genova had sufficient information to finalize and complete the installation. Genova's staff also enjoys the flexibility of the Pro C900. With Trained Customer Replaceable Units (TCRU), they are able to change some of the parts themselves, instead of calling the service engineer for assistance and wasting valuable time. The Pro C900 is designed with TCRU components that cover almost every major element that can fail. Coupled with Ricoh's training, any staff member can easily replace parts in real time rather than waiting for a service technician.

“In today's business environment, our customers need flexible solutions that are easy to use and help to manage their workflow efficiently,” said Carl Joachim, vice president of marketing, PPBG, Ricoh Americas Corporation. “The RICOH Pro C900 provides the speed and reliability our customers have come to expect from Ricoh so they can focus on continuing to grow their businesses.”

To learn more about Ricoh's full line of products for production print environments, please visit <http://www.ricoh-usa.com/ppbg>.

### **About Genova Diagnostics**

Headquartered in Asheville, N.C., Genova Diagnostics is a global leader in functional laboratory testing, pioneering innovative new approaches to personalized medicine. Unlike traditional labs that focus on disease pathology, Genova specializes in comprehensive panels that combine standard and innovative biomarkers to provide a more complete understanding of specific biological systems. As patients take an active role in managing their health, and clinicians focus on prevention, these diagnostic tests help identify problems before chronic conditions and diseases develop. Easy-to-read

color graphic reports facilitate physician-patient communication and development of a personalized approach to optimal health. The internationally renowned lab is committed to the highest standards and has a team of medical experts who provide consultation to healthcare professionals, as well as a robust array of educational resources.

### **About Ricoh's Production Printing Business Group**

The Production Printing Business Group (PPBG) of Ricoh Americas Corporation is dedicated to delivering state-of-the-art, high-speed production systems that provide efficient document workflows with high-volume production printing and finishing. Incorporating superior engineering, service, reliable technology, and extensive software and finishing options, PPBG helps production centers to cost-effectively modernize and streamline their operations to meet today's rapid turnaround and high-quality demands.

Ricoh Americas Corporation, founded in 1962, is headquartered in West Caldwell, NJ and is a subsidiary of the \$20 billion Ricoh Company Ltd., the 73-year-old leading supplier of office automation equipment.

Information about Ricoh's Production Printing Business Group can be accessed on the World Wide Web at [www.ricoh-usa.com](http://www.ricoh-usa.com).

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