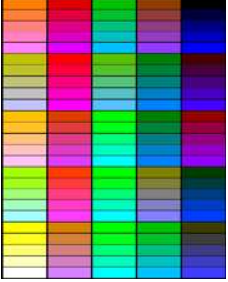






COST PER PRINT (Extended Cartridge)

January, 2012

Ricoh 7000 V's Ricoh 7700

(NOTE: Price in Euros is calculated at a conversion rate of £1.00 = €1.16)

Image Size (width) Inches Centimeters	Image Size (Height) Inches Centimeters	Print Speed (profile & Ricoh driver setup – Quality)	Cost Per Image Ricoh 7000 £ GBP/€ EUR (Cart Price £60/€69)	Cost Per Image Ricoh 7700 £ GBP/€ EUR (Cart Price £60/€69)	Difference in Cost per print	Image Proportions
7.875" 20 cm	10" 25.4cm	50 seconds	£0.40/€0.46	£0.32/€0.37	£0.08/€0.09 20%	
7" 17.75cm	10.25" 26cm	51 Seconds	£0.59/€0.68	£0.46/€0.53	£0.13/€0.15 22%	
5.5" 14cm	8" 20.3cm	36 Seconds	£0.36/€0.42	£0.28/€0.32	£0.08/€0.10 22%	
3" 7.6cm	4.5" 14cm	19 Seconds	£0.11/€0.13	£0.09/€0.10	£0.02/€0.03 18.2%	
8" 20.3cm	8.8" 22.3cm	41 Seconds	£0.25/€0.29	£0.16/€0.19	£0.09/€0.10 36%	

6" 15.2cm	6.6" 16.7cm	27 Seconds	£0.14/€0.16	£0.09/€0.10	£0.05/€0.06 28.6%	
3" 7.6cm	3.3" 8.4cm	14 Seconds	£0.04/€0.05	£0.02/€0.02	£0.02/€0.03 50%	
6.5" 16.5cm	8" 20.3cm	36 Seconds	£0.21/€0.24	£0.15/€0.17	£0.06/€0.07 28.6%	
4.87" 12.3cm	6" 15.2cm	27 Seconds	£0.12/€0.14	£0.08/€0.09	£0.04/€0.05 16.6%	
2.43" 6.2cm	3" 7.6cm	14 Seconds	£0.03/€0.03	£0.02/€0.02	£0.01/€0.01 33.3%	
<u>A3 Only</u>						
10.85" 27.5cm	14" 35.5cm	1m 23 Seconds	£0.77/€0.89	£0.62/€0.72	£0.15/€0.17 19.5%	

11" 28cm	16" 735.5cm	1m 34 Seconds	£1.45/€1.68	£1.12/€1.29	£0.33/€0.39 22.8%	
11" 28cm	12" 30.5cm	1 minute	£0.47/€0.55	£0.30/€0.35	£0.17/€0.20 36.2%	
11" 28cm	13.5" 34.3cm	1 minute 11 seconds	£0.61/€0.70	£0.44/€0.51	£0.17/€0.19 27.9%	