

**JIVM2020  
Webinar**

**RICOH**  
imagine. change.

# **“Digital Painting” draws the new future**

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# 1. The value of Ricoh “Digital Painting”

July, 1983

Establishment of “LAC”

⋮

Oct. 2018

Acquired by RICOH

Aug.2019

Name change “LAC” to **“Ricoh Digital Painting”**

## Unique Inkjet-painting technology

Reduce the burden on  
workers and the environment

“Analog painting” to  
”Digital Painting”



**Safe, Secure and  
comfortable society**



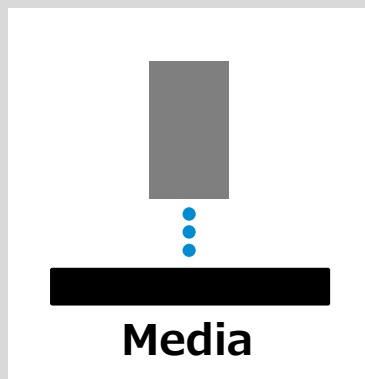
## 2. Three features of our unique printhead

**Droplet  
size**

**Jetting  
distance**

**Ink  
Viscosity**

### “Normal” Piezo-Printhead



1~50pL

1~5mm

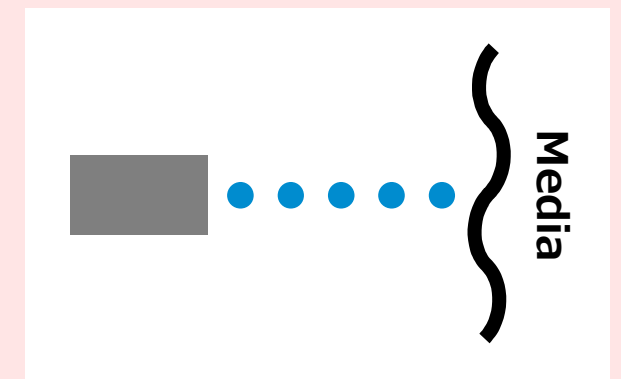
1~20mPa·s

### “Ricoh Digital Painting” Printhead

**x100**

**x10**

**x10**



## 3-1. Product : Vehicle Art Robo (VAR)

# Innovative Fleet Graphics



出典 : 「WRAPPING A TRAILER!!」Berty <https://www.youtube.com/watch?v=h2uBFOhEEk>



Max print area : Width 13m x Height 3.25m

### <Advantage against wrapping film>



1. Easy process



2. Low running cost

## 3-1. Product : Vehicle Art Robo (VAR)



### Curved & uneven surface tracing

VAR's print head (Z-axis) moves in accordance with the measured body surface data, trace the shape of the vehicle body and maintains the distance between the print head and the surface.

### Re-printable

The painted graphics are possible to wipe off with solvent and repainted at multiple times on the same surface. Or you can use white for over-printing.

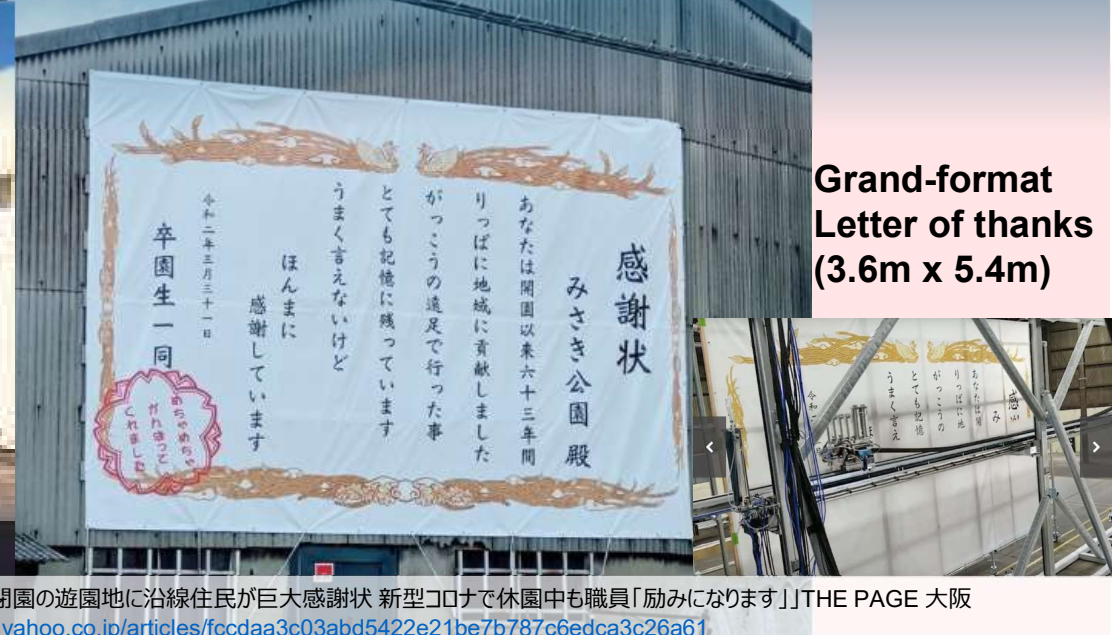






Collaboration with the local government

# Examples in Japan (Social contribution)



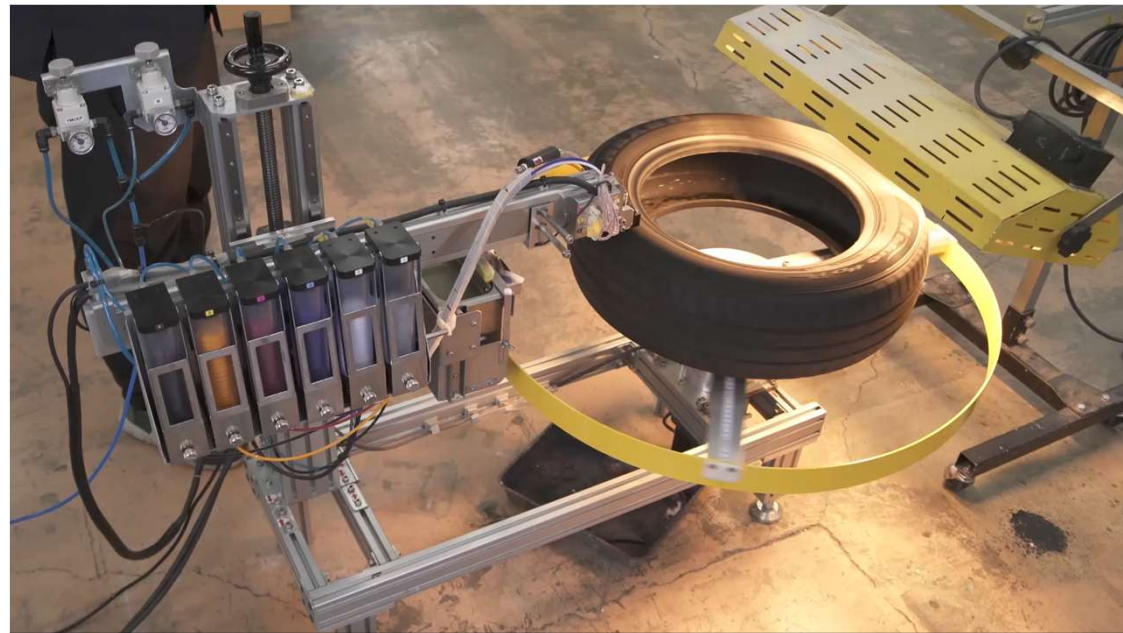
Grand-format Letter of thanks (3.6m x 5.4m)

Paintings drawn by children

出典：「3月閉園の遊園地に沿線住民が巨大感謝状 新型コロナで休園中も職員「励みになります」」THE PAGE 大阪  
<https://news.yahoo.co.jp/articles/fccdaa3c03abd5422e21be7b787c6edca3c26a61>



## ~Original tire only for you in the world~



- Printable size  
Tire thickness: 140~350mm
  - for Passenger car: 330mm (inner) ~ 850mm (outer)
  - for Truck: 600mm(inner) ~ 1,090mm(outer)
- Ink: K,C,M,Y,Wh,Pr
- Printing time: 5~10 min.



Pikes Peak International Hill Climb  
2019: Printed tires to SAMURAI  
SPEED team



Printable on Wheel edge (\*Option)



# ~Examples in Japan (Takasu tire print service) ~

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White ribbon  
(upper) to  
Red-dotted tire  
(lower)



出典: 「タイヤプリント.com」タカスタイヤ <https://xn--ecktc2a0d4ctb1d.com/>



Shutter



Carpet/Tapestry



Tile



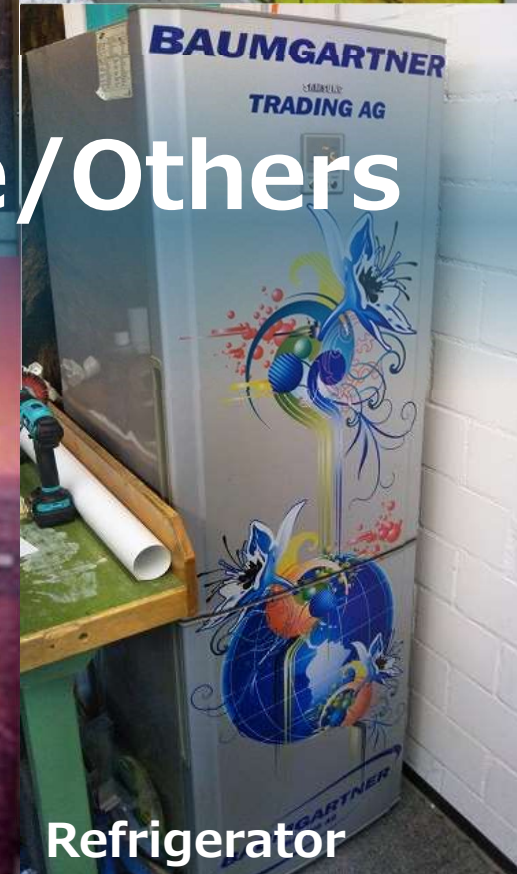
# Construction material/Furniture/Others (Vehicle Art Robo application)



Chair (Mesh structure)



Door/Entrance



Refrigerator

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