

Welcome

RICOH PJ UHL3660
Ultra Short
Throw Laser
Projector

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RICOH PJ UHL3660 UST Laser Projector Launch
September 2024



- About RICOH Smart Meeting Devices
- Introducing PJ UHL3660 UST Laser Projector
- Sales Enablement
- Summary



The new category: Smart Meeting Devices

Work is changing

- More diverse work styles and workplaces
- Hybrid remote + in-office working

Benefits of Smart Meeting Devices

- Easier collaboration
- Face-to-face, online remote or in combination
- Content shared, presented and communicated with greater impact
- Immersive meeting experience
- All participants feel included

Category value proposition:

RICOH Smart Meeting Devices – making meeting more productive

The Smart Meeting Devices category comprises three new product groups...



Portable monitors

A new generation of ultra-lightweight monitors for faster, more direct and engaging collaboration in meetings



360 Meeting Hub

3-in-1 video conference solution. An inclusive, seamless meeting experience



Laser projectors

Versatile visual impact. Outstanding image quality with a long-lasting, high-brightness laser light source

Projector opportunity

- Market growth of high brightness projectors (4,000+ lm)
- Meetings, presentations & large events
- Premium viewing experience
- RICOH key differentiators:
 - Large high-quality images
 - Flexibility
 - Ease of use

Annual growth rate (FY17-22)

A. 4,000lm+

+35%



B. 3,999lm-

-18%



Source: Futuresource_20240320



RICOH Projector range

Eight high-brightness
projectors

Divided across four
model families



RICOH Compact
Laser Projectors



RICOH Standard & Short Throw
Laser Projectors



RICOH Broad Use
Laser Projector



RICOH High End
Laser Projectors

RICOH PJ UHL3660 UST Laser Projector

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- 6,500 lumens brightness
- 4K image quality
- Up to 40,000hrs operational lifespan
- Adaptable and robust for challenging applications

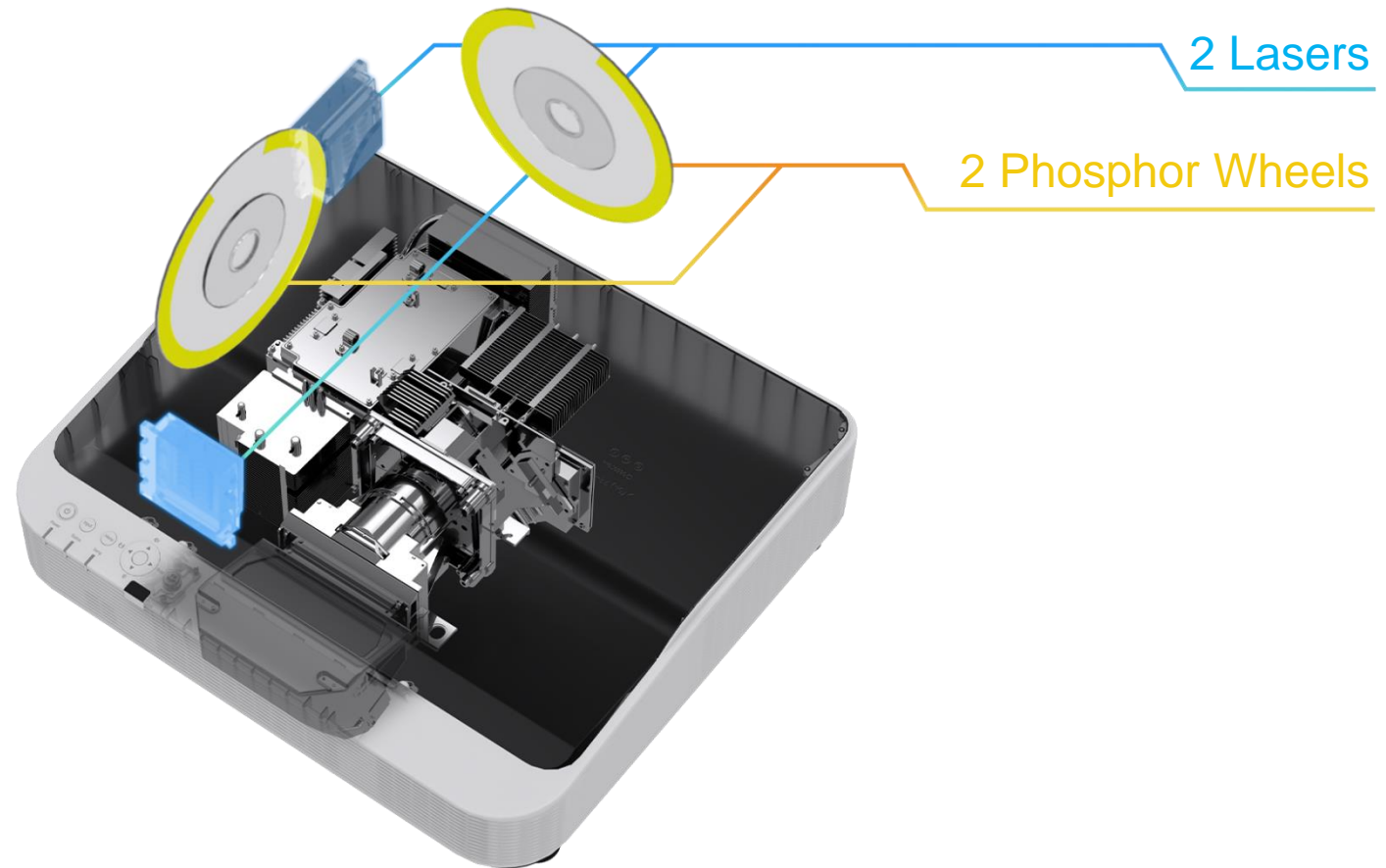
High brightness

- 6,500 lumens - higher brightness than other UST models
- Clear images in bright and large spaces



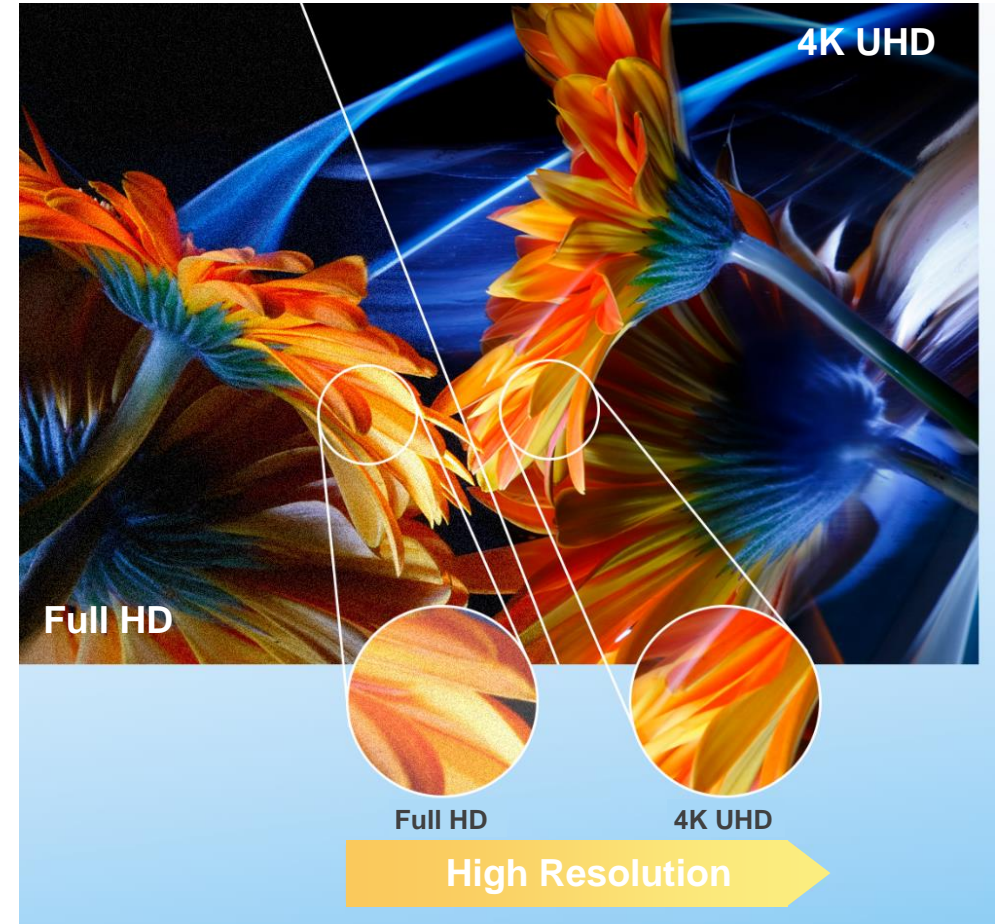
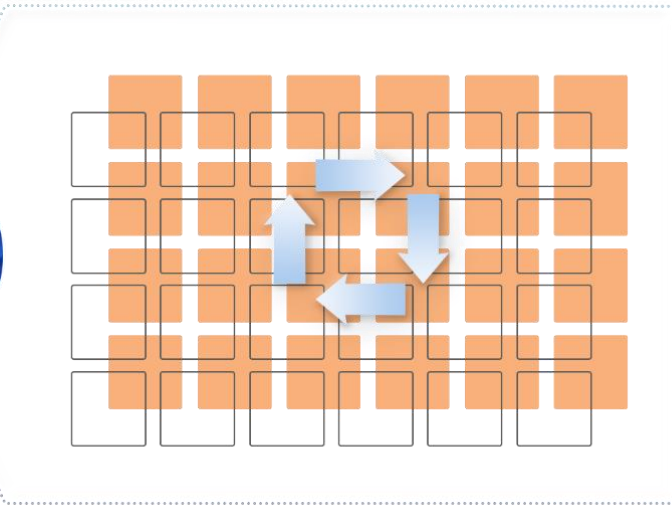
OptiBright technology

- 2 laser light sources through 2 phosphor wheels
- Micro lens array
- Higher brightness
- Compact body
- Longer lifespan



4K UHD Enhanced realism and definition

- 4-way pixel shift delivers 4K Ultra High-Definition resolution
- Lifelike viewing experience



HDR, High Contrast & greater colour spectrum

- High Dynamic Range: brighter whites / deeper blacks
- High Contrast mode: accentuates light / dark areas
- 1,073 million colour reproduction



Challenging applications & locations

- 360-degree rotation and portrait applications
- Allows projection onto ceilings, walls, floors or angled signage



Keystone & image correction features

- Vertical & horizontal correction
- Four corner, six-point, **1,891**-point grid adjustment
- Remote controlled motorised focus



Four Corners Correction



Grid Image Adjustment



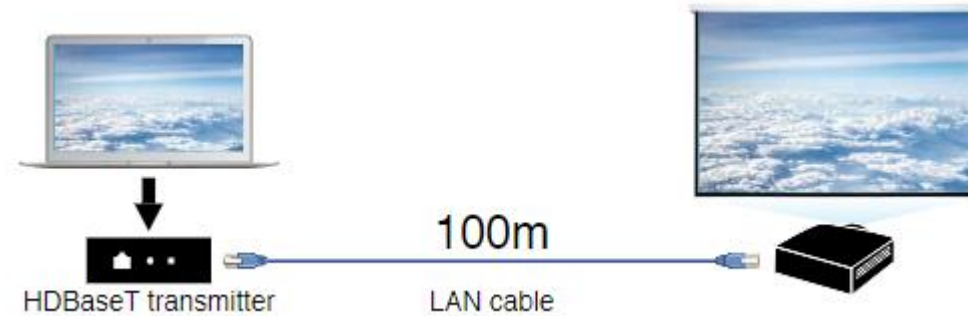
V/H Keystone



Six Points Correction

Unrestricted connectivity and operation

- HDBaseT connectivity
- Wireless Miracast source input
- Wireless operation from PC or smartphone
- PC app manages multiple units
- Scheduling function automatically executes events



Larger images at shorter distance

- Throw ratio: 0.24
- Projection size: 85 -160 inches
- 85-inch image from 1 cm away*
- 160-inch image from 38 cm away*

*Distance from the edge of unit



85-inch Image with a 1cm* (0.4") Supports 85" to 160" Projection Size



Geometric Correction



Keystone Correction
Corrects distortion when projecting from an angle to the screen.



Edge Blending
Corrects for inconspicuous joints in images from multiple projectors.

Screen Size (inch)	85"	100"	120"	140"	160"
Projection Distance*(cm)	1cm	8cm	18cm	28cm	38cm

* Distance from the edge of unit to the screen for 16:9 Aspect Ratio

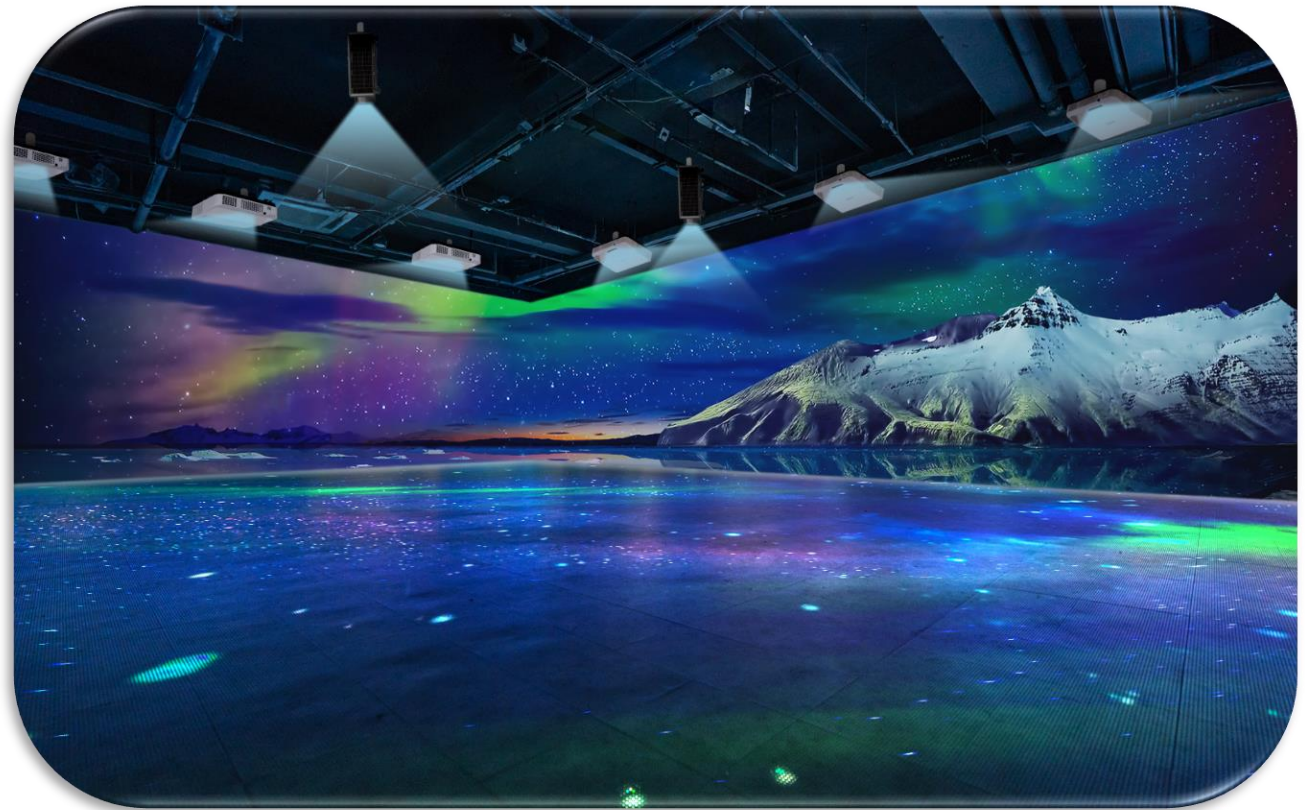
Edge blending

- Combine multiple projectors to blend images, creating stunning visuals
- For walls, walkways and perimeters



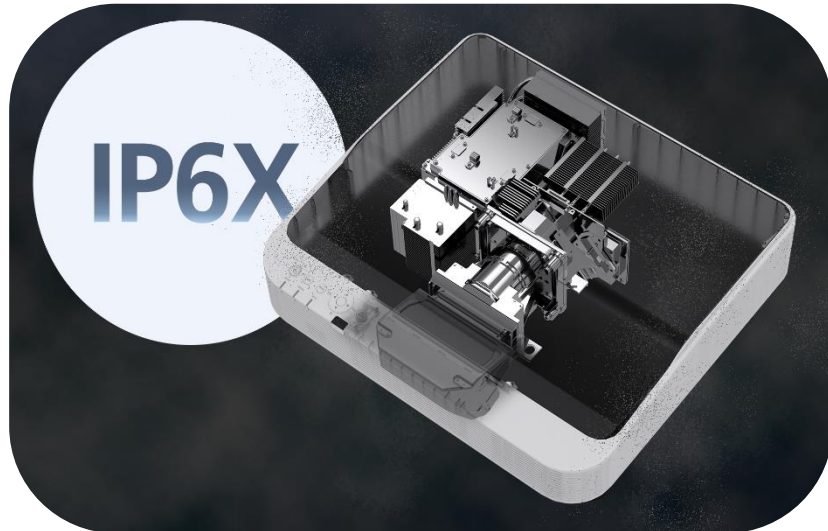
Superior sound quality

- Built-in speaker system
- Perfect for events, presentations and exhibitions
- 2x 3 Watt Speakers
- 1x 5 Watt Bass Speaker



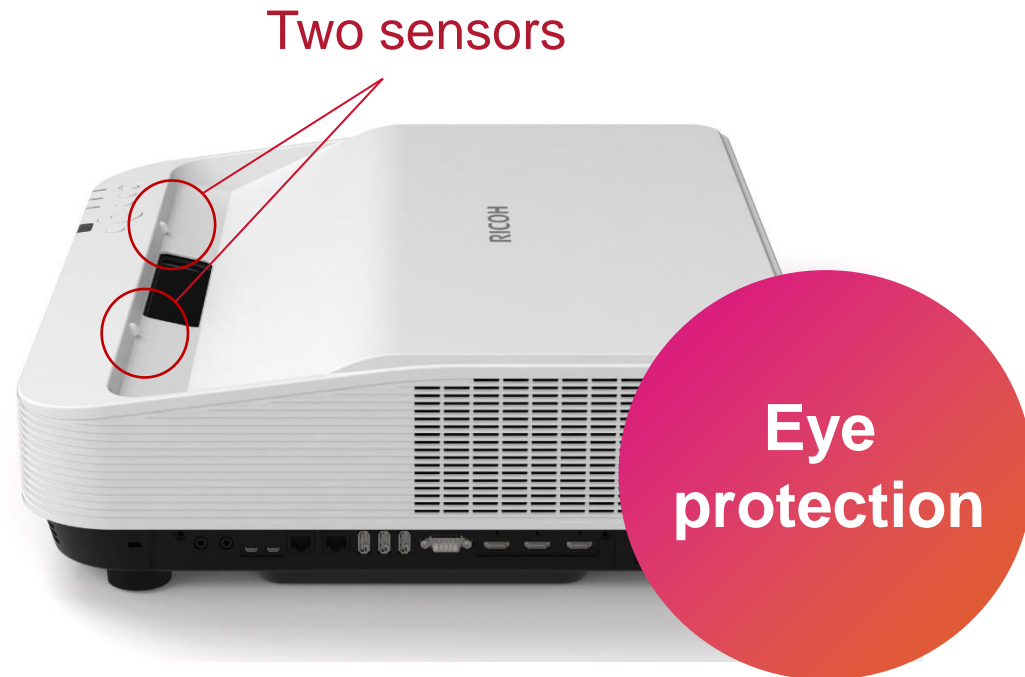
Robust construction

- Built for hot and dusty environments:
 - Clubs, entertainment and outdoor covered venues
- Designed to **IP6X**
- Operates constantly in temperatures up to 45 degrees Celsius



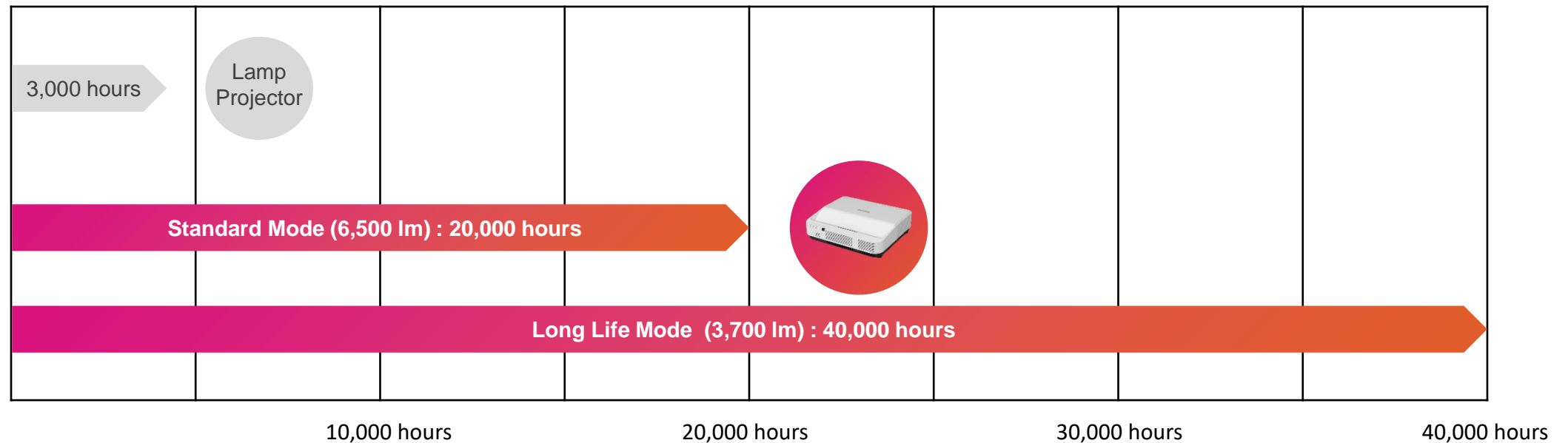
Safety features for public spaces

- Safe for in-store/entertainment venues
- UST prevents encroachment
- Safety eye protection feature



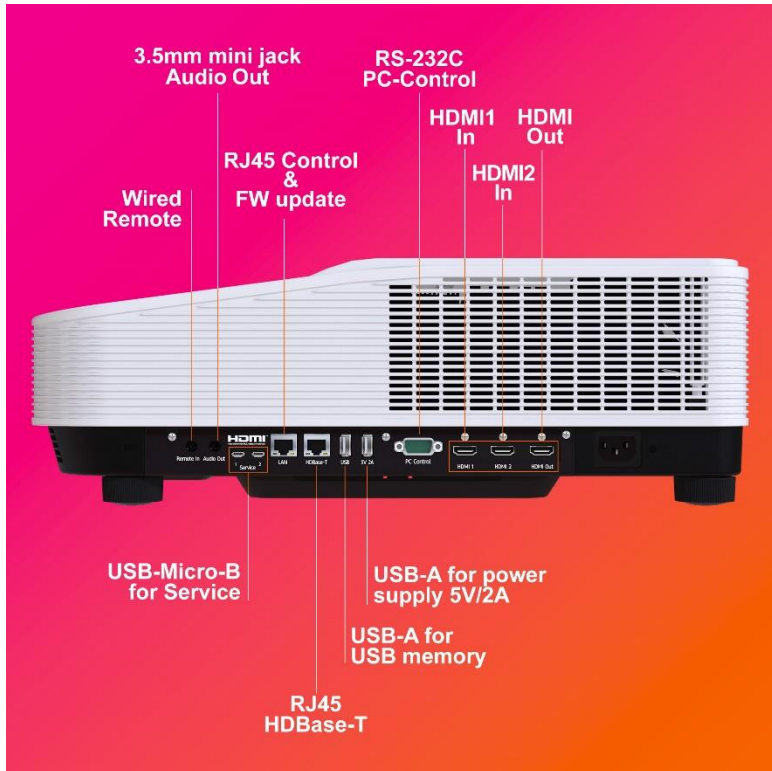
Efficient and economical

- No lamp or filter replacement
- Long Life Mode
 - Up to 40,000 hour operational lifespan
 - Alternates power to 2x laser modules – lower lumen projection = maximized lifespan



Everything you need in one package

- All featured software included
- Operation Management app controls up to 100 units



Sales enablement tools & assets

YouTube

Information
Capture Community
Channel

Category
video

Product video

Media Relations

Press release
Media & Influencer
outreach

Imaging Channel Program Portal

Sales deck
Product imagery

Demand Generation

PPC
SEO
Amazon advertising

LinkedIn

PFU (EMEA) Limited –
a RICOH company






Internet

Web pages
(category
& monitors)

PFU-EMEA.ricoh.com

Partner eCommerce sites
(syndication)

Channel program

-  Hear about webinars, events and training
-  Access portal for offers, demonstrations, product spec sheet, marketing materials and more
-  Sales and marketing support
-  Special promotions and sales lead pipeline
-  Register: partner.imaging-channel-program.com

Highly adaptable 4K quality

- Clear detail /rich colour in brightly lit or larger rooms
- Adaptable for challenging applications or hard-to-reach spaces
- Adjusts to uneven projection surfaces
- Robust construction
- Safe to use in public spaces
- Constant operation in hot/dusty environments
- Economical and efficient: 40,000 hour lifespan
- No lamps/filters to replace
- All software included



RICOH PJ UHL3660 UST Laser Projector



4K UHD & 6500 Lumens
High-quality color-rich 4K images even in brightly lit spaces

Full HD
5000 Lumens

4K UHD
6500 Lumens

4K ULTRAHD
High Dynamic Range (HDR) mode
High Contrast mode available

6500 Lumens

139mm (5.4inch)
530mm (20.8inch)
470mm (18.5inch)

HDMI cable
Power cord
Remote controller
Battery is included
Quick Start Guide & Warranty Card
Power cord buckle

85-inch Image with a 1cm* (0.4")
Supports 85" to 160" Projection Size

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