

# Clickable Paper

For today's most innovative marketers.

Production Printing Solutions

**RICOH**  
imagine. change.

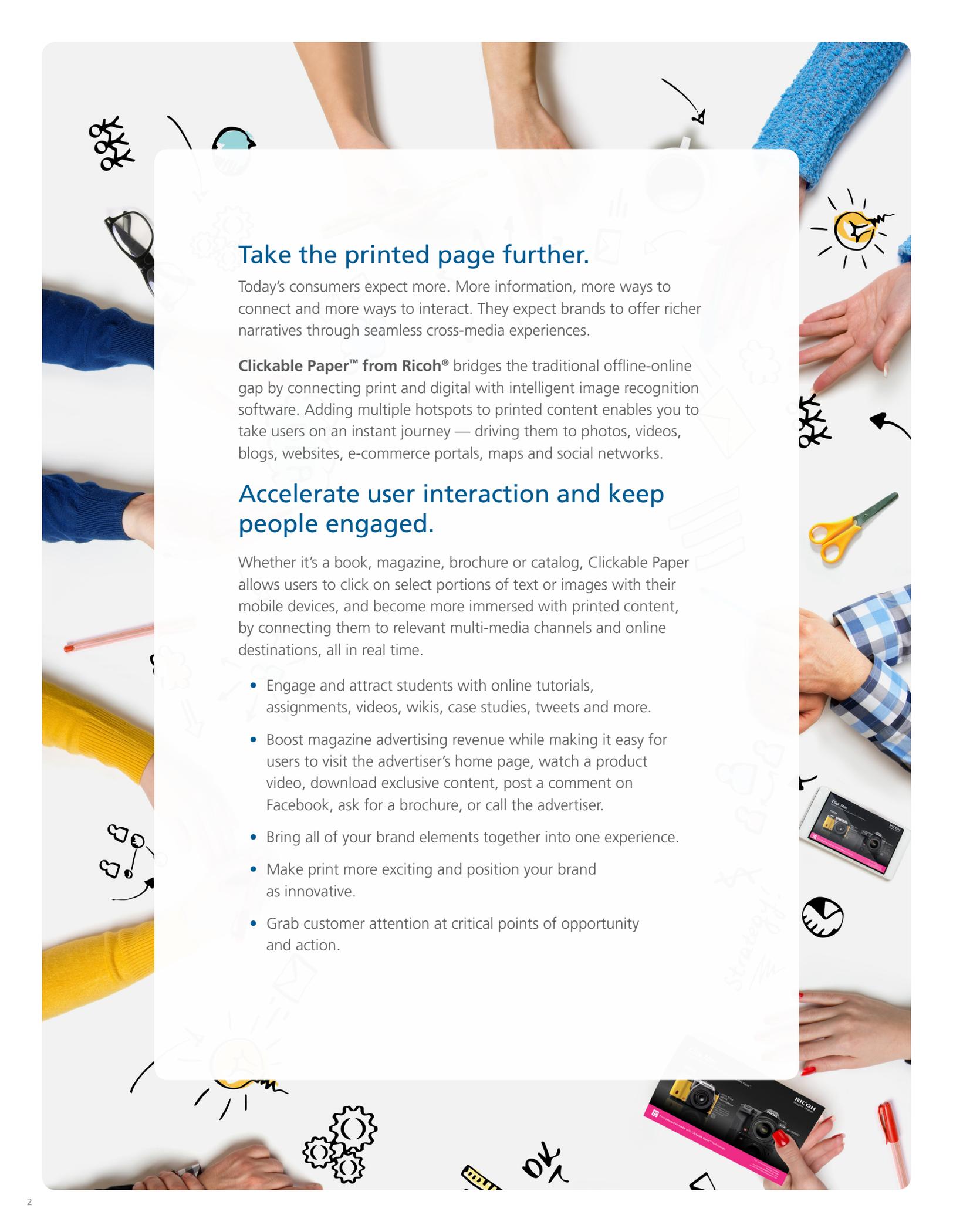


Transform print materials into an interactive experience —  
with a single click.

Experience it for yourself. Download the app to see Clickable Paper in action.  
Once download is complete, take a photo of this page to begin.



Clickable Paper™



## Take the printed page further.

Today's consumers expect more. More information, more ways to connect and more ways to interact. They expect brands to offer richer narratives through seamless cross-media experiences.

**Clickable Paper™ from Ricoh®** bridges the traditional offline-online gap by connecting print and digital with intelligent image recognition software. Adding multiple hotspots to printed content enables you to take users on an instant journey — driving them to photos, videos, blogs, websites, e-commerce portals, maps and social networks.

## Accelerate user interaction and keep people engaged.

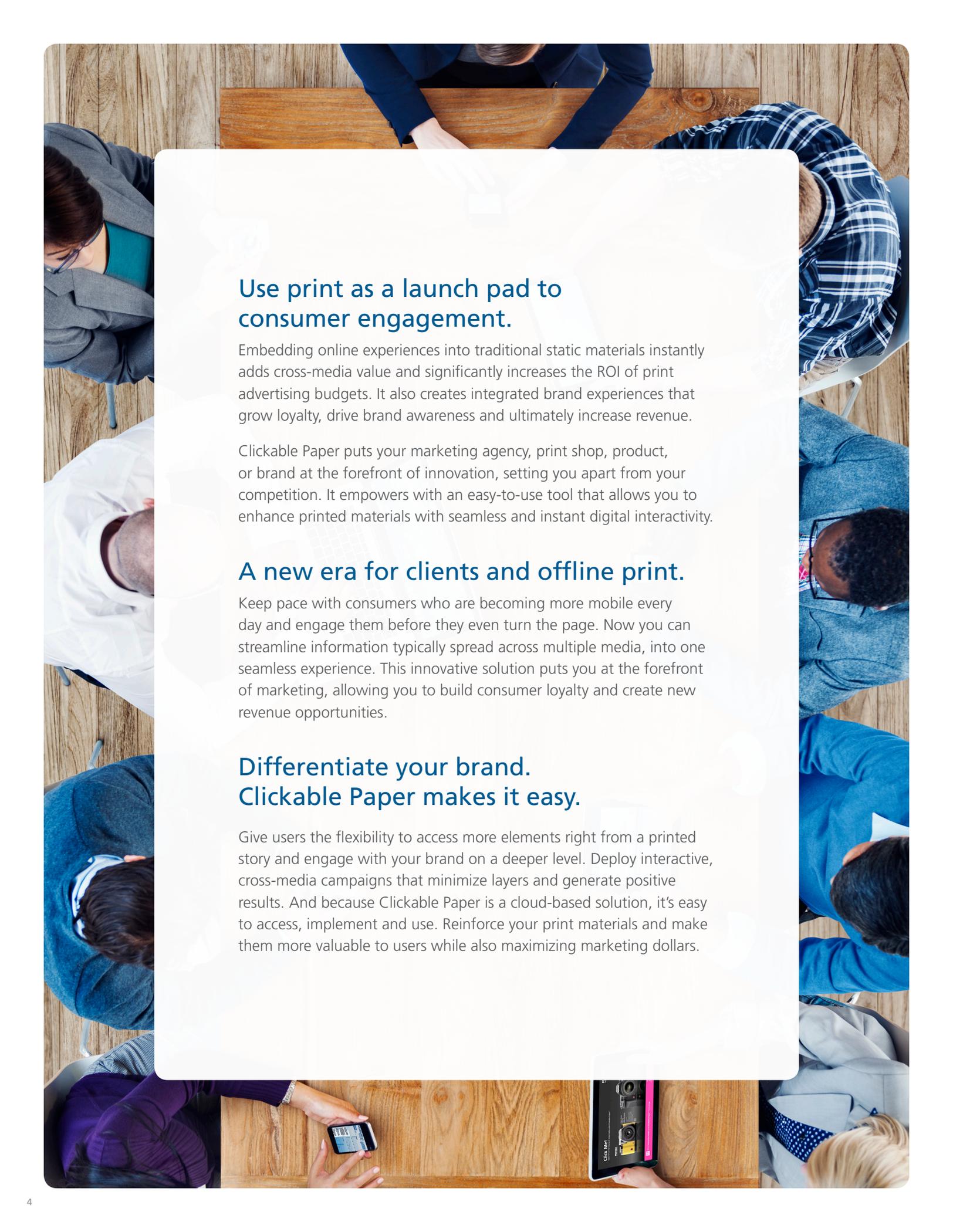
Whether it's a book, magazine, brochure or catalog, Clickable Paper allows users to click on select portions of text or images with their mobile devices, and become more immersed with printed content, by connecting them to relevant multi-media channels and online destinations, all in real time.

- Engage and attract students with online tutorials, assignments, videos, wikis, case studies, tweets and more.
- Boost magazine advertising revenue while making it easy for users to visit the advertiser's home page, watch a product video, download exclusive content, post a comment on Facebook, ask for a brochure, or call the advertiser.
- Bring all of your brand elements together into one experience.
- Make print more exciting and position your brand as innovative.
- Grab customer attention at critical points of opportunity and action.



## Product Highlights.

- Easily connects the printed page to multi-media channels using image recognition software.
- Creates interactive print with instant access to photos, videos, websites, e-commerce portals and social media.
- Includes a proprietary, integrated authoring tool: RICOH Clickable Paper Creator.
- Leverages a cloud-based marketing service that easily integrates the RICOH Clickable Paper Creator for increased revenue opportunities.
- Works without the need to mark, edit or reformat source materials.
- Enables the creation of campaigns using the RICOH Clickable Paper Creator.
- Allows the creation of app and campaign management platforms with the newly available SDK module and personalized database.
- Provides customization of content with unique options such as Stamp Rally, Slot Machine and Quiz, to engage audiences.
- Offers data analytics of campaign responses to allow quick and effective reaction for increased ROI.
- Restricts links to be opened only in the Clickable Paper app, with a private URL function.
- Provides the same experience for both iOS™ and Android® app users.
- Empowers app users to easily and instantly share content on social media.
- Enables app users to revisit “clicked” images with the Click History feature.
- Includes a Collection feature to store links in categories like maps, web pages or coupons.
- Makes the limitations of QR codes obsolete.
- Drives brand awareness and is backed by Ricoh’s worldwide marketing organization to accelerate user adoption.



## Use print as a launch pad to consumer engagement.

Embedding online experiences into traditional static materials instantly adds cross-media value and significantly increases the ROI of print advertising budgets. It also creates integrated brand experiences that grow loyalty, drive brand awareness and ultimately increase revenue.

Clickable Paper puts your marketing agency, print shop, product, or brand at the forefront of innovation, setting you apart from your competition. It empowers with an easy-to-use tool that allows you to enhance printed materials with seamless and instant digital interactivity.

## A new era for clients and offline print.

Keep pace with consumers who are becoming more mobile every day and engage them before they even turn the page. Now you can streamline information typically spread across multiple media, into one seamless experience. This innovative solution puts you at the forefront of marketing, allowing you to build consumer loyalty and create new revenue opportunities.

## Differentiate your brand. Clickable Paper makes it easy.

Give users the flexibility to access more elements right from a printed story and engage with your brand on a deeper level. Deploy interactive, cross-media campaigns that minimize layers and generate positive results. And because Clickable Paper is a cloud-based solution, it's easy to access, implement and use. Reinforce your print materials and make them more valuable to users while also maximizing marketing dollars.

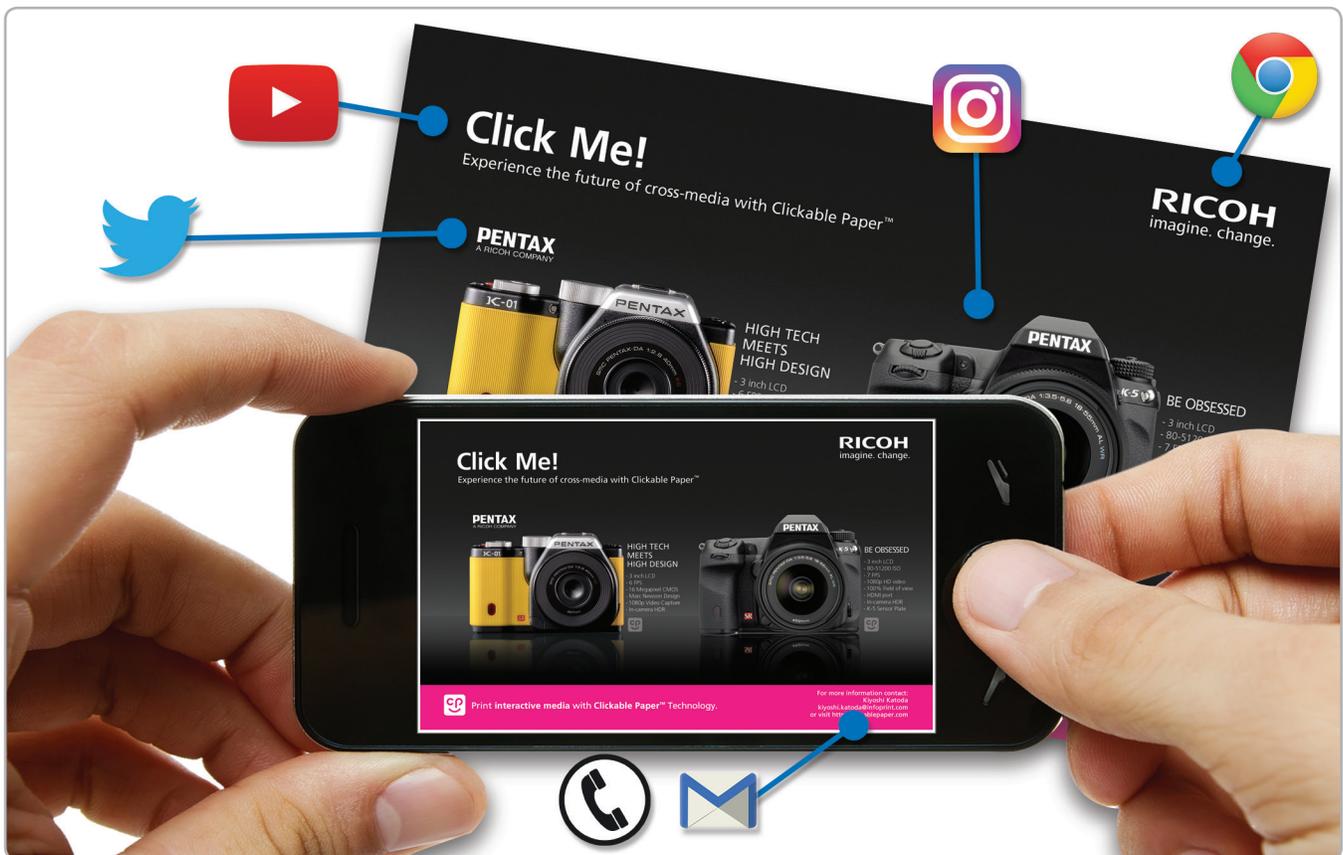
## Turn new or old printed material into a wealth of information.

Clickable Paper allows marketers to embed multiple hotspots on a page — each one linking to one or multiple sources of additional content. You can instantly take readers from 2-dimensional printed content to online product information, reviews, downloadable extras, photos, videos and more.

Users can make purchase decisions, send email and make phone calls right from their mobile device,

driving immediate outcomes. With Clickable Paper, all you need is the PDF source of the document.

Newspapers, magazines, direct mail pieces, books, images, brochures and posters are recognized by Clickable Paper, whether they were printed in the past or will be printed in the future.



### Interactive consumer education

Use Clickable Paper in your critical communications, such as welcome kits and monthly statements. Connect your readers to support information, instructional videos, promotions that all interact with printed material. Plus, help your clients raise brand awareness via social media.

### Improve click-throughs with creative offers

Strong calls to action motivate app users to click through. Clickable Paper makes it easy for them to take an additional action, right from a print ad, poster, book or any other printed document. Users achieve instant gratification, while you gain more qualified leads.

### Track every interaction and measure results

Target and measure audiences more effectively. Clickable Paper tracks analytics, providing actionable information you can leverage to adjust the options presented when collateral is "clicked." This eliminates the need to recall or replace physical collateral, adds shelf life to existing materials and delivers value to marketing budgets.

## The Clickable Paper advantage over QR Codes.

While QR codes use barcodes, or markers, Clickable Paper's image recognition technology is a clean, marker-less approach. No need to create printed materials with unsightly bar codes that detract from document appearance or take away page real estate.

	Clickable Paper	QR Code
<b>Branding</b>	Any branding or no branding	Limited design variations are possible within barcode appearance
<b>Scan Requirements</b>	No mark or embedded code Scanning is quick and easy with no need to get the whole page in the camera's field of view	Visible QR code required App users must focus and snap it in its entirety
<b>Analytics</b>	Yes, available from database	No
<b>Returned Rich Media Results</b>	Up to six rich media links that are updatable at any time	One result encoded at print time
<b>On-page real estate required</b>	None required	Must be large enough to be easily scanned

## Clickable Paper consists of three elements:

### 1. Authoring makes a printed piece Clickable Paper-enabled

- Activate the pages of your PDF files with one or more hotspots (up to six links)
- You control the content. Update links at any time and take users to the most relevant, up-to-date information

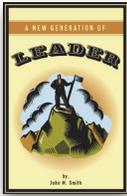
### 2. Cloud Server stores and manages documents and links

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

### 3. CP Clicker Mobile App. Click it for more

- Downloads are free from online stores such as iTunes® or Google Play™
- Enables app users to hover over and "click" documents with their smart phones or tablets
- Sends the images to a cloud server
- Displays results in a user-friendly layout
- Immediately connects individuals to multimedia, websites, e-commerce portals and social networks

# Turn printed materials into an interactive experience.

<h3>Books/Manuals</h3>  <ul style="list-style-type: none"><li>• Related Web Content</li><li>• Publisher's Page</li><li>• Interview Video</li><li>• Social Media</li></ul>	<h3>Magazines</h3>  <ul style="list-style-type: none"><li>• Advertisement</li><li>• Video</li><li>• Event Information</li><li>• Social Media</li></ul>	<h3>Welcome Kits</h3>  <ul style="list-style-type: none"><li>• Online Reference</li><li>• Welcome Video</li><li>• Online Guide</li><li>• Registration Sites</li></ul>	<h3>Catalogs</h3>  <ul style="list-style-type: none"><li>• Product Information</li><li>• Product Video</li><li>• Online Shopping</li><li>• Social Media</li></ul>
<h3>Direct Mail</h3>  <ul style="list-style-type: none"><li>• Product Information</li><li>• Demo video</li><li>• e-Commerce</li><li>• Coupon</li><li>• Social Media</li></ul>	<h3>Statements</h3>  <ul style="list-style-type: none"><li>• Help Videos</li><li>• Precision Marketing</li><li>• Offers</li><li>• Social Media</li></ul>	<h3>Posters</h3>  <ul style="list-style-type: none"><li>• Detailed Web Site</li><li>• Trailer</li><li>• Buy Tickets</li><li>• Social Media</li></ul>	<h3>Brochures</h3>  <ul style="list-style-type: none"><li>• Product Info</li><li>• Video</li><li>• Coupon</li><li>• Social Media</li></ul>

## Clickable Paper is a proven solution developed by Ricoh.

It's backed by a global document company that delivers hardware, software and solutions to customers worldwide. Make Clickable Paper a core element of your marketing strategy and drive new value from the printed page. Welcome to print in the 21st century.

### Getting started.

To learn more about Clickable Paper, watch a demonstration or download the app, visit [www.ricohclickablepaper.com](http://www.ricohclickablepaper.com).



Clickable Paper™

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