



Ricoh HotSpot Printers within Airlines

SnapShot

American Airlines Admirals Club® Dallas, Texas

Admiral Club Lounge Network Size:

- Over 40 Admirals Club locations worldwide.

Primary Customer:

- Director of Information Technology



American Airlines is the largest US airline, serving approximately 250 cities worldwide – from Abilene to Zurich – and operating more than 3,600 flights daily.

There are over 40 American Airlines Admirals Club locations across the globe. Providing members and guests with complimentary perks, such as coffee, tea and snacks, each Admirals Club location offers additional complimentary services, including desktop PC's with Internet access, WiFi, work areas with access to copiers, and fax services.

Network printing is also offered. However, users who had documents stored on their PDAs, smartphones and lap tops were finding it difficult to print as they could not connect their devices to AA's printing network. Wanting to satisfy their members' mobile printing needs, AA found the solution was simple with the Ricoh HotSpot Printer™.

Before HotSpot Printing

- Printing was only available via lounge computers.
- Could not print directly from personal devices, such as lap tops or smartphones.
- Unsecured printing.
- **Paper and Toner waste** - documents were left at the printer and forgotten.

After HotSpot Printing

- Easily print confidential documents without support from IT.
- Printing is available 24/7 from anywhere - even the airplane!
- Print directly from personal smartphones, such as BlackBerry's® & iPhone's® or lap tops!
- *Secure, Private & NO Waste* - Only the user has the Release Code to print their documents.

KEY Reason for Purchase?

Provide secure mobile printing for their members, guests & business travelers.

RICOH

© 2009 Ricoh®, the Ricoh logo and the HotSpot Printer logo® are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. American Airlines and Admirals Club are marks of American Airlines, Inc. BlackBerry®, RIM®, Research In Motion®, SureType® and related trademarks, names and logos are the property of Research in Motion Limited.