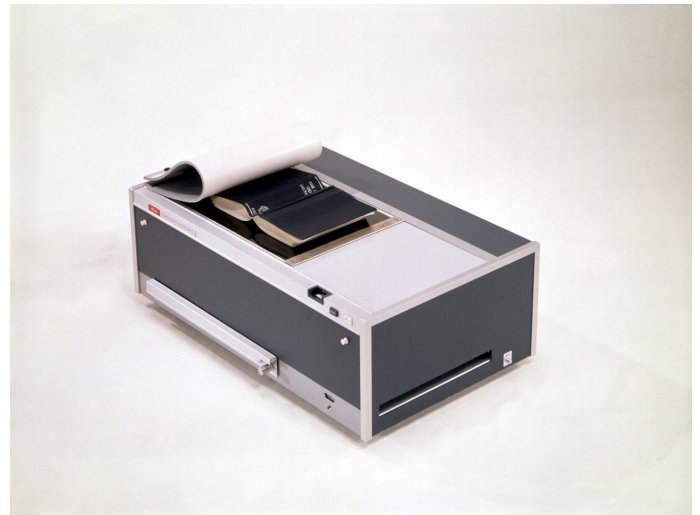


Sep. 1965

Introduces the Ricopy BS-1 as its first electrostatic copier

Ricopy BS-1 was introduced in 1965, and turned out to be a key revenue earner that supported the company in its recovery from slumping business. Employing a fixed-platen structure, which marked the world's first desktop copier to adopt that assembly, the product featured increased availability in terms of type of subject to be copied, covering not only paper sheets but also almost everything from books, textiles, jewelry, and machine parts to kitchen utensils. Ricopy BS-1 was viewed as a forerunner in an age when technological progress enabled the "duplication of anything you like," while serving as a driving force for Ricoh's global business development.



Ricopy BS-1 (1965)



Campaign advertisement for Ricopy (1965)



Ricopy BS-1 installed on the Fuji Antarctic researchship (1966)