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Releases the IMAGIO 320 office-use digital copier

Before the IMAGIO 320 was launched, the commercial photocopier market was dominated by monochrome analog models, with digital models marginalized due to unaffordable unit prices (exceeding 2 million yen on average) and extremely large sizes that prevented their installation in standard offices. To overcome these challenges, Ricoh developed the IMAGIO 320, a more compact and affordable digital copier for office use. We reduced the body dimensions to a practical size and brought the price down to below 1 million yen. In addition, we incorporated multiple advanced features into the model, including functions to reproduce unprecedented image quality, an extensive image editor selection, automatic control, and multifunctionality to enable operational interaction with other office equipment. Being more practical, sophisticated and less costly, the product sold well over 20,000 units in its first 12 months, making it a massive hit.



IMAGIO 320 (1987)