

# Office Equipment

## Copiers and Related Supplies

### Ricoh's Position

Ricoh pioneered digital copiers and is one of the world's leading manufacturers of this equipment.

Networking is essential to boost productivity in today's office environment. Ricoh draws on years of development in digital and image processing technologies to serve the digitally networked office with MFPs that combine copier and printing functions. Such innovative products have helped Ricoh capture the No. 1 spot in the Japanese and international monochrome digital copier markets.

### Fiscal 2001 Performance

In fiscal 2001, sales of copiers and related supplies rose 5.2%, to ¥915.3 billion (\$7,265 million), or 59.5% of net sales. If exchange rates had remained the same as in the previous year, category sales would have gained 8.7%.

Domestic sales advanced 3.2% despite a continuing recession, mainly because of the popularity of digital models. Overseas, the entire Aficio brand was well received. High-speed machines were particularly popular. These factors and a stronger global marketing structure helped boost overseas sales 7.4% (14.7% after factoring out exchange rate changes).

Digital models are now the core of the Company's copier business in all markets, with speeds ranging from 15 to 105 copies per minute (cpm) to serve the complete demand spectrum.

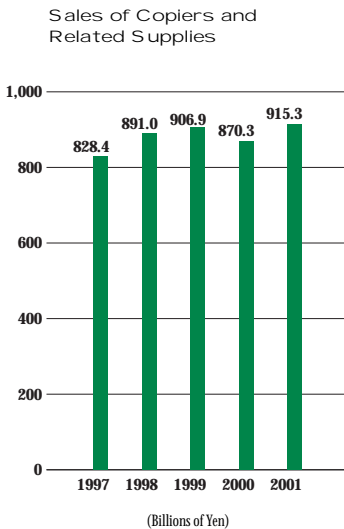
Such ultrafast offerings as the 105-cpm Aficio 1050 and the 85-cpm Aficio 850

enjoyed tremendous demand in North America and Europe, which drove our increased share of overseas markets. Users can double output speed, to 210 cpm and 170 cpm, respectively, by operating two machines of either model in tandem. Such a setup maximizes productivity by eliminating downtimes. Users can replace toner or paper in one machine while the other is outputting a copy job. Both models can also function as high-speed network printers. They are thus perfect as core office machines or for copy and print shops.

Other popular products during the year were the 70-cpm Aficio 700 and the 55-cpm Aficio 551 network MFPs, which won top marks for their speed, durability, and diverse processing capabilities.

The 22-cpm Aficio 220 and 27-cpm Aficio 270 sold well because of their space-saving wingless design and 600-dpi resolution.

Ricoh has done well by steadily broaden-



The government of Hesse, a German state, chose the 85-cpm Aficio 850 and 105-cpm Aficio 1050. It can double output speed, to 170 and 210 cpm, respectively, by operating two machines of either model in tandem.





Parfums Rochas, a renowned perfumes company headquartered in Poissy, near Paris, selected the Aficio 551, a 55-cpm network MFP that delivers superb speed, durability, and diverse processing capabilities.

The Professional Golfers' Association of America in Miami, Florida, bought the Aficio 551, a 55-cpm machine that speeds up the duplication and distribution of tournament results.

ing its digital copier lineup in response to a shift in demand from monochrome to color models. In the year under review, three new compact color machines capable of up to six color cpm contributed significantly to

results—the Aficio Color 3006, 4006, and 4106. These basic copier models can double as color printers when equipped with network controllers .

In Japan, we expanded our range of

advanced Imagio digital offerings. In fiscal 2001, we stepped up marketing to multinationals, leading to many large orders for regional and global copier installations. Our key advantage with such clientele is that we can combine the capabilities of Ricoh Group operations worldwide to offer consultation and support tailored to specific customer requirements.

We also make high-resolution digital wide-format copiers and digital duplicators, many of which are networkable.



Florida-based Emergency One, Inc., the world's largest manufacturer of emergency vehicles, relies on the 27-cpm Aficio 270, which features a space-saving wingless design and 600-dpi resolution.



The University of North Florida uses the Aficio AP1600, a 16-page-per-minute monochrome laser printer that incorporates powerful Aficio print management software for clients and network managers.

## Communications and Information Systems

### Ricoh's Position

Ricoh's activities in this area encompass printers, scanners, CD-Recordable/CD-ReWritable (CD-R/RW) drives and media, personal computers, software and services, and fax machines.

As in other operations, customers in this category demand solutions to help them use their hardware more efficiently. Ricoh optimizes its equipment and systems to match networked office environments.

We are strengthening our printing solutions, which optimize outputting, by combining printers and other network equipment based on our proprietary digital and imaging technologies with servers and software.

We are also taking steps to provide document solutions, which integrate imaging technologies with network systems so users can manage documents more efficiently.

### Fiscal 2001 Performance

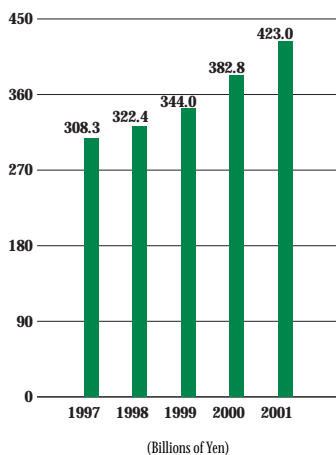
Sales of communications and information systems jumped 10.5% (or 12.8% after excluding exchange rate changes), to ¥423.0 billion (\$3,357 million), and constituted 27.5% of net sales.

Printers drove these results and helped boost sales in our solutions business. Our CD operations also supported growth. Domestic sales climbed 14.7%, while overseas sales were up 1.5%.

### Printers

We are strengthening our capabilities in networked color laser printers and in mid- and high-volume laser printers. In fiscal 2001, we seized the No. 1 domestic market share in these printer categories. In Japan, we greatly broadened our lineup while reinforcing our sales structure and expanding marketing.

Sales of Communications and Information Systems





These efforts have allowed us achieve significant growth.

We released several top-selling models in the year under review. They included the IPSiO Color 5100 (Aficio Color AP306/AP306D), which was designed for large offices. This model can output six color or 24 monochrome A4 pages per minute at 600 dpi and can also output A3 documents. The compact and highly affordable IPSiO Color 2000 (Aficio Color AP204) series was especially popular in small offices. This model can pro-

duce four color and 16 monochrome A4 pages per minute.

Our fast networkable monochrome laser printers were excellently received. Among them was the IPSiO NX910 (Aficio AP4500), which outputs up to 45 A4 pages per minute and performs several key finishing functions, such as stapling and punching. Another solid performer was the IPSiO NX810 (Aficio AP3200), which can output 32 pages per minute. Many customers preferred the IPSiO NX720N (Aficio AP2600N), which swiftly

Florida's Tanning Research Laboratories, Inc., which makes the renowned Hawaiian Tropic range of suncare products, makes heavy use of its Aficio AP505 color laser printer, which delivers up to 17 monochrome and five color pages per minute and can handle full-bleed A3 outputting.

processes images to deliver up to 26 A4 pages per minute.

#### Personal Computers and Software

In Japan, strong marketing of personal computers contributed significantly to revenues. We stepped up marketing of PCs and servers as part of our solutions approach.

Ricoh enjoyed steady growth in packages



The World Food Programme, a United Nations lifeline for almost 90 million people as the world's largest food aid organization, installed 68 units of the plain-paper FAX1800L for use by more than 700 people at its headquarters in Rome.

of document solutions software and imaging equipment that allow customers to seamlessly manage electronic and paper-based information. A good example was the RIDOC series of document management software, which was popular for its highly efficient and intelligent features, including document routing, storage, manipulation, retrieval, and collaboration. We continued to do well with Ricoh Solution Group Office, based on Lotus Notes groupware that we originally modified and deployed to streamline internal operations.

**CD-R/RW Drives and Media**  
We have commercialized CD technologies for storing multimedia data.

We helped formulate the global standards for CD-RW media and are a major player worldwide in both these fast-growing areas. In fiscal 2001, we did extremely well with the new MP9120A series of drives that can handle CD-ROM, CD-R, CD-RW, and DVD-ROM discs.



**Communications Systems**  
Networkable and multifunctional fax machines remained popular in the year under review.

In Japan, we continued augmenting our line of Super G3 machines, which can transmit an A4 page over regular telephone lines in just three seconds. We also introduced models that can fax through the Internet to streamline efficiency and lower communications charges.

Overseas, we again did well with the FAX2000L, a compact, plain-paper model for PC workgroups, and the FAX5000L, which can be upgraded to the standardized Internet Fax communication protocol.



The innovative MP9120A series of drives handles CD-ROM, CD-R, CD-RW, and DVD-ROM discs, making it a perfect multimedia storage management tool.

**Looking A head**

We recently broadened our lineup with the IPSiO Color 8000 (Aficio AP3800C), a color laser printer that incorporates a newly developed quadruple tandem engine to deliver 28 A4 pages per minute—the fastest in its class. In the year ahead, we will provide more MFPs and printing solutions to optimize performance in networked office environments. The goal is to encourage increased volume usage and bolster profitability.

At the same time, we will enhance our software and support structure to provide document solutions that dramatically improve information management.

In optical disc operations, we will bring out more combined CD-RW and DVD-ROM drives. We will also launch DVD+RW drives that can rewrite DVD media.

Ricoh exhibited the Aficio AP3800C at CeBIT 2001, the world's biggest office equipment trade show, in Hannover, Germany. This 1,200-dpi model was well received as the leader in its class, outputting up to 28 A4 color pages per minute and also handling A3 print runs.

## Other Businesses



### Ricoh's Position

This category draws on and complements Ricoh's broad technological resources. Here, we make electronic devices, photographic equipment, education equipment, and meters. We also provide leasing and logistics services to support customers' operations.

### Fiscal 2001 Performance

Sales of other businesses advanced 3.0% (4.4% assuming unchanged exchange rates), to ¥199.9 billion (\$1,586 million), or 13.0% of net sales. This performance reflected solid demand for electronic devices in Japan and abroad. Sales in this segment rose 2.8% domestically and 3.8% overseas (11.3% after excluding exchange rate changes).

### Electronic Devices

Ricoh develops and manufactures LSIs, which are crucial to innovating high-resolution copiers and printers.

Our semiconductor operations supply high-performance integrated circuits and LSIs for in-house operations to customers around the world. For example, we make

In 2000, the flagship RDC-i700 was one of *TIME* magazine's Inventions of the Year, winning in the consumer technology category for its unique ability to capture, edit, and distribute images and text over the Internet.

power and battery ICs for cell phones and other mobile equipment, as well as real-time clock ICs. All of these devices draw on Ricoh's acclaimed complementary metal oxide semiconductor technology. We boast a massive share of the global market for digital LSIs for CD-R/RW drive and notebook computer controllers. Our swift responsiveness to emerging trends in information and portable communications demand has helped us capture top shares in various market niches, and thus grow faster than the industry average.

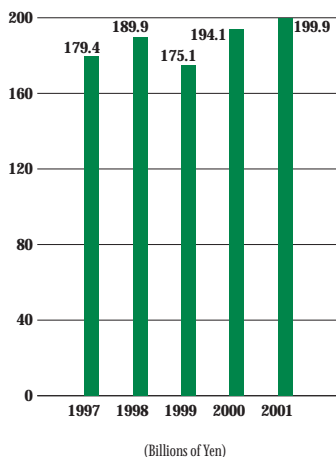
### Photographic Equipment

In this category, we concentrate on digital cameras. We pioneered such cameras, which have tremendous potential as "image capturing devices," reflecting their growing importance as input tools. In fiscal 2001, we launched the RDC-i700. This model won rave reviews for its ability to e-mail images wirelessly and upload them to websites.

### Looking A head

We aim to achieve even faster growth by focusing on the development of key devices for our digital products while concentrating on ICs for information and mobile communications equipment. In digital cameras, we will broaden our operations beyond traditional business areas to build a new range of consumer products.

Sales of Other Businesses



R1211X/R1280D series compact and ultraslim DC/DC converter ICs are ideal for powering liquid crystal displays on notebook PCs and other mobile equipment because they make it easy to set the output voltage.