

## User-friendly copiers, in line with Ricoh core values, as a global standard

Amidst the trend to load copiers with sophisticated features, we have focused on what is important to customers, and developed digital color multifunction copiers that are easy for anyone to use. These feature a large, easy-to-read touch panel that can be set to display only basic functions, LED lamps that are easy for persons with dyschromatopsia to recognize, etc.



imagio MP C3000/2500

### The well regarded imagio MP C3000/2500 series represents our core values

The Ricoh Group promotes three core values, namely "Simplify knowledge creation," "Think solutions that fit," and "Harmonize with the environment," realizing unmatched value to our customers. The imagio MP C3000/C2500 series digital color multifunction copiers released in Japan in January 2006 have achieved mainstream status. This success can be attributed to the copier's superior ease-of-use, which was the focus of the development of the series. Besides the basic functions and performance as an MFP (multifunctional printer), we made every possible improvement to usability and

accessibility to set de facto global standards.

The Ricoh Group's efforts in usability can be traced back to 1990, when we began to evaluate and analyze usability. We set "Appliance" as a corporate concept in 1996, and that same year formed the Appliance Promotion Section, a unit whose exclusive responsibility is to evaluate and analyze ease-of-use issues. By taking such steps, we have thoroughly investigated how customers use our products, detected latent needs, and developed a process for developing products from the customers' point of view. Our most recent products are the result of integrating findings from the development stage.

### Development targeted at every office worker, including the elderly and the physically-challenged

There are two facets to usability. One is usability for those without physical handicaps and the other is usability for the physically-challenged. The imagio MP C3000/C2500 series represents the Ricoh Group's first standard models to

include the physically-challenged in the development stage. Physically-challenged consumers took part in a series of prototype and monitor surveys. The Ricoh Group decided that this move was necessary as the digital divide <sup>\*1</sup> increasingly affects offices due to the higher functions of MFPs. In addition, the average age of the Japanese has risen to 42 today with the graying of society.

Furthermore, approximately 5% of male Japanese, as well as approximately 200 million people around the world, are said to suffer from dyschromatopsia. <sup>\*2</sup> As normalization <sup>\*3</sup> advances around the world, we felt that we could no longer realize Ricoh's core values if we excluded from the target of product development the elderly or those who have difficulty operating digital devices.

**Simplify knowledge creation**      **Three core values pursued by Ricoh**

To provide outstanding customer value as only Ricoh can, we have set three core values: Simplify knowledge creation, Harmonize with the environment and Think solutions that fit.



Simple menu



Toner bottle that can be replaced with one hand.



Equipped with voice recognition function



Ergonomic handles and trays that slide out easily



Easy-to-read screen



Easy-to-open trays



Accessible scanner



Tilting operation panel



Easily recognized lamps



Toner bottle that can be replaced with one hand



Easy-to-see paper output unit



Readily distinguishable tones



Supports reader software



Voice-activated controls

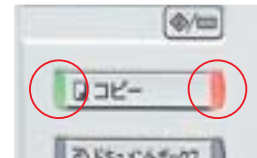
### First in the industry to obtain Color Universal Design Certification and conform to Section 508 of the Rehabilitation Act of the United States

The development of a new, unprecedented function naturally involves many issues, including cost. For the development of the new series, the Ricoh Group used a management technique employing IPD, or integrated product development. This system allowed us to analyze the cause of each problem that occurred in detail and for developers to find solutions to the issue to complete the development concept. This was a revolutionary feat, as it allowed our staff to form an ideal team to achieve machines that

can set a global standard.

As a result of such efforts, the imagio MP C3000/C2500 series became the first MFP to be awarded the Color Universal Design Certification, a domestic third-party certification for barrier-free color design, for its features for individuals with dyschromatopsia, such as LED lamp layout and wavelength. By incorporating other features to meet laws, regulations, and standards in overseas markets such as a simple screen, a toner bottle that can be replaced with one hand, compatibility with reader software, and voice recognition, the series also meets Section 508 of the Rehabilitation Act of the United States. Such superior usability and accessibility have won the support of many customers, who are

helping to fuel sales. The pursuit of “user-friendliness” has set the direction for further evolution of MFP and cultivated new customer values.



LED lamps that are easy to recognize for individuals with dyschromatopsia



\*Color Universal Design certification is a third-party certification that is awarded when Color Universal Design Organization, a non-profit organization, confirms that the product is of a color universal design.

\*All the controls of this model, except for monochrome LCD, are verified for the Color Universal Design certification.

#### \*1 Digital divide

Refers to the disparity in benefits, wealth, or opportunity that arises between those who are versed in information technology (IT) and those who are not. Digital divide can also refer to such disparity between countries or regions.

Scandinavia. The number of patients is estimated at approximately 3 million in Japan and 200 million worldwide. The percentage of individuals with dyschromatopsia is roughly the same as those with blood type AB.

in a huge institution for the mentally handicapped, and launched a campaign to improve conditions. Normalization includes all activities to help society mature so everyone, whether physically challenged or not, can live under the same conditions.

#### \*2 Dyschromatopsia

Refers to a visual disorder that prevents the afflicted individual from sensing differences between certain spectra of colors including red or green. This condition is said to affect 1 out of 20 males in Japan, and a higher percentage, 1 out of 10 in France and

#### \*3 Normalization

“Normalization” is a concept whereby society should allow the physically challenged and the elderly to live and act in the same way as others in society. Normalization began in the 1950’s, when a Danish parents’ association of mentally handicapped individuals found numerous human rights violations

