

Research & Development

Construction of a copier and printer development center

Ricoh plans to construct a new building in the Ricoh Technology Center in Ebina City, Kanagawa to strengthen its capabilities to develop copiers and printers. This will be a 24 billion yen investment. Construction is scheduled to begin in August 2008 with a target for completion of August 2010. Accordingly, employment at the Ricoh Technology Center will increase from the current 3,000 employees to 5,000.



Ricoh Technology Center

A new manufacturing base in Thailand

To reinforce its manufacturing network in Asia, Ricoh plans to purchase a 121,000 m² plot of land in Amata City, Rayong, Thailand to build a manufacturing plant for multifunctional copiers and laser printers. The new manufacturing base in Thailand will allow the company to improve its production capacities and to hedge against the risk of over-dependence on China. This 10 million yen project will begin in August 2008 with initial operation scheduled for September 2009. Ricoh anticipates the new plant will be able to produce a maximum of 140,000 units per month.



(From right) Mr. Chakchai, Deputy Chairman, Amata Corporation PCL.; Mr. Chitaworn, Deputy Secretary-General, Thailand's Board of Investment; and Takashi Nakamura, Corporate Executive Vice President at Ricoh

A new polymerized toner plant

Ricoh intends to build a new polymerized toner plant on the premises of Tohoku Ricoh Co., Ltd with a 20 billion yen investment. The new plant will enable the company to meet rapidly increasing demand for this product and to diversify site-related risks. Currently, production of polymerized toners is centralized in a plant in Numazu, Shizuoka, where an additional new plant will begin operation in August 2008, producing 3,000 tonnes a year. Together with these new facilities, Ricoh's annual capacity to produce polymerized tonners will be increased from the current 8,000 to the 14,000-tonne level by March 2010.

A component manufacturing subsidiary in Guangdong, China

In February 2008, Ricoh established a new component company in Baoan District, Shenzhen City, Guangdong, which manufactures components for MFPs and laser printers (including printed circuit boards, molding parts, and combined units) to supply to Ricoh's major production plant located in the Futian District of the same city. The new company is enabling Ricoh to strengthen its technological capabilities in China and to continue with production at ultra-low cost.

Management

Global 100 Most Sustainable Corporations in the World for the fourth straight year

In January 2008, Ricoh was ranked among the Global 100 Most Sustainable Corporations in the World by the Canada-based firm, Corporate Knights Inc. The research evaluates 1,800 global corporations on their performance in three areas—the environment, society, and governance—as well as the quality of their business operations, long-term financial performance, and others. This was the fourth consecutive year for Ricoh to be selected in this program.

Awards for Ricoh's sustainable environmental management

In February 2008, Ricoh received the Minister of Economy, Trade and Industry Award for its sustainable environmental management in the 17th Global Environment Awards sponsored by the Fujisankei Communications Group. In July 2006, the company also won the Grand Pearl Prize in the environmental management section of the Fifth Japan Sustainable Management Awards. In 2007, Ricoh's sustainable environmental management was rated the highest AAA by Tohatsu Evaluation and Certification Organization Japan for the third consecutive year.

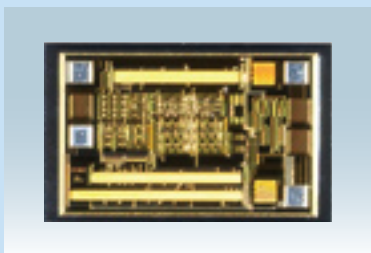
Ricoh Technology Center Wins the Nikkei Monozukuri Award

In 2007, the Ricoh Technology Center, the main facility for Ricoh's R&D initiatives, was among the winners of the Fourth Nikkei Monozukuri Award. Reasons for the selection include its successful reform of development processes by adopting a cross-functional structure for its development activities, which resulted in an improvement in operational efficiency.

New Technologies

Development of a temperature sensor enabling the measurement of high temperatures up to 250°C

Ricoh has developed a semiconductor-based temperature sensor which is able to measure temperatures up to 250°C. This first-of-its-kind high temperature sensor was made possible by using silicon-on-insulator (SOI) wafers. Ricoh anticipates a wide range of applications for the sensor, including in automobiles, aircraft, and space vehicles and equipment. To achieve this potential, Ricoh will strive to refine the technology for commercialization.



Announcing a new brand for the production printer market

In May 2008, Ricoh released new RICOH Pro C900 color production printer to satisfy customers' print-on-demand needs. The new product will make its debut as the first item of Ricoh's new brand—the RICOH Pro Series. Featuring a printer controller manufactured by Electronics For Imaging, Inc., the RICOH Pro C900 is highly productive, producing high-quality images both in color and monochrome at a print speed of 90 sheets per minute, while providing stable, reliable operation and excellent cost effectiveness.



At the press conference

Awards

Most Outstanding Printer Line of the Year and many highest category awards by Buyers Laboratory Inc. (BLI)

Ricoh's printer lineup was collectively awarded US-based BLI's Most Outstanding Printer Line of the Year for 2007.

Ricoh was also selected for BLI's Pick of the Year Awards (Fall 2007) in four MFP categories (for the Aficio MP 1600, Aficio MP 2000, Aficio MP 2500, and Aficio MP C3500) and in two printer categories (for the Aficio SP 8100 DN and Aficio SP 9100DN).

The best in eight categories by BERTL Inc.'s Best Awards

BERTL, a US-based product evaluation firm, recognized Ricoh with its Best Awards in eight categories (for the Aficio MP C2500/C3000/C3500/C4500 in two categories; the Priport DX 3340 and DX 4542; the Priport HQ7000/9000; the Aficio SP C811DN; the Aficio MP 9000/1100/1350; the Aficio MP 5500/6500/7500; and the Aficio SP C410DN/C411DN).



Awarded BLI's Pick of the Year

Two Best of IT ChannelVision awards to U.S. subs division

North America's leading IT channel executives honored the Printing Solutions Division at Ricoh Americas Corporation with their semi-annual Best of IT ChannelVision award program for spring 2007. The division was selected as the Best System Builder Marketing Program/Promotion and the Best System Builder Presentation.

Sponsorship

Title sponsor of the Women's British Open

In August 2007, Ricoh hosted the Ricoh Women's British Open, the final tournament in the Four Major championships in women's golf. The latest competition was held on the Old Course in St. Andrews, Scotland, the "Home of Golf," for the first time in its history. Lorena Ochoa (Mexico, world's number one since 2006) won the championship with an overall score of five under par.



Special sponsorship for the Ricoh MLB Opening Series

In March 2008, Ricoh served as a special sponsor of the Ricoh MLB Opening Series 2008 of major league baseball for the second time since 2004. This opening series in Japan was a "triumphal return" for Daisuke Matsuzaka and Hideki Okajima of the defending world champions Red Sox. The games attracted a lot of attention worldwide, not to mention from Japan and the U.S.

