

RICOH'S IMAGE COMMUNICATION CONCEPTS

1. SUPERIOR IMAGING

We define image information as anything we can see or hear. We develop systems that help businesses reach their goals by effortlessly processing the entire range of image information.

2. OPEN STANDARDS

Open and global de facto standards are vital because many users want to conveniently link our systems with those of other manufacturers.

3. APPLIANCE-LIKE EASE

Products should deliver the plug-and-play ease of household appliances.

4. WORKGROUP SUPPORT

Systems should enhance both individual and group productivity through PC networks.

5. TOTAL OFFICE COVERAGE

Highly productive equipment should be available to users in all business environments—corporate, mobile, and home offices.

