

Just customer-driven products

Amid the worldwide aging of society, information devices are being given more and improved functions. This has made it essential to create products that are safe and easy to use, can be used without apprehension, and do not cause mistakes or misunderstanding. Consequently advanced information equipment that can be easily used will reduce physical and mental stress and improve operational efficiency. Ricoh intends to utilize the PDCA cycle in “creating products with customers as the starting point.” Such products should be easy and convenient to use and contribute to society under these circumstances.

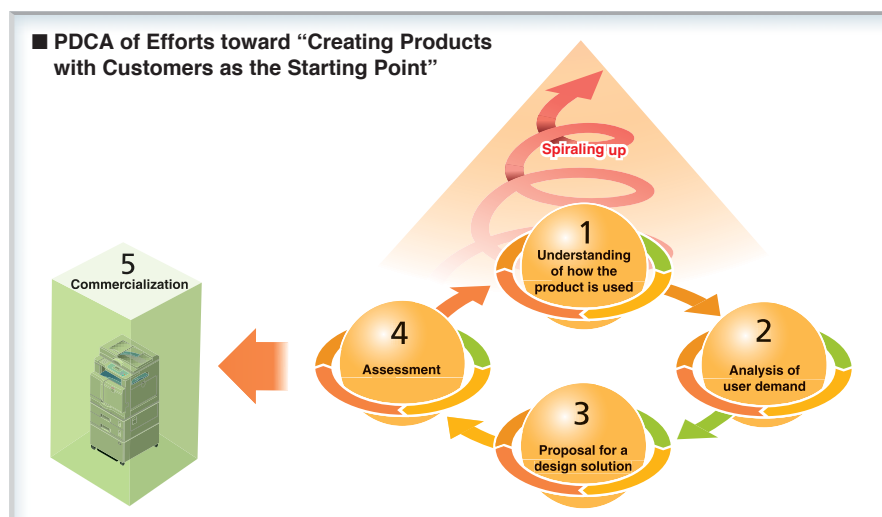
Activities in Fiscal 2005

- **High priority**
In developing products, priority has been given to usability¹. However, Ricoh is also committed to improving accessibility² because of the aging of society and decrease in birthrate.
- **Information accessibility**
In developing the new imagio MP series of digital multifunctional copiers, we adhered to the JISX8341³ information accessibility standards (see case 1 on page 18). We were the first in the world to market a “voice navigation” option for multifunctional copiers, applying voice recognition technology to help people who are visually impaired (see case 2 on page 18). In addition, individual differences in sensing color were taken into consideration (see case 1 on page 18).
- **Checking users and usage**
We realized that it was important to develop products in collaboration with NPOs and to understand new social developments and expectations/demands of users better.

Plan for Fiscal 2006

- **Strengthening cooperation with organizations that function as a point of contact with customers**
We will strengthen cooperation with NPOs and related organizations to understand customer demands and usage of the new imagio MP series of digital multifunctional copiers, which offer accessibility as an additional function.
- **Development of customized multifunctional copiers**
We will continue to customize of multifunctional copiers to suit the business activities of our customers, making “simplify knowledge creation,” one of our core values, a reality.
- **Efforts to create products that are easy to use**
We will promote the collection of basic information and establishment of standards so that we can develop, design, and assess products that are easy to use in accordance with the needs of respective customers.
- **Expansion of education**
As for new social elements, we will offer basic education (e-learning courses and lectures) to not only product development execution divisions but also related companies so that a better understanding can be obtained.

Notes: 1. The effectiveness and efficiency of a product and the degree of satisfaction felt by users when the product is used to achieve a set target
2. To whatever extent the relevant product or service is available
3. Japanese Industrial Standards for the elderly and physically challenged



Case 1: User-Friendly imagio MP Series

● creating multifunctional color copiers that are easy for many people to use

In January 2006, Ricoh started marketing the imagio MP C3000/C2500 digital multifunctional color copier. In this product, we pursued accessibility from every aspect, including a large operation panel, a paper tray that is easy to open and close, and guidance using animation, so that everyone can easily take advantage of the copier's advanced functions. Color reproduction, in particular, was regarded as an important

element. We thought it important to consider individuals' different sense of color, and this series is the first multifunctional color copiers to obtain the color universal certification*.



* Color universal certification is a third-party certification given by the Color Universal Design Organization, an NPO, when the organization considers a product to have achieved a color universal design.

* Color universal design certification has been verified for the entire operation board, excluding monochrome LCDs.



The imagio MP C3000 with optional equipment

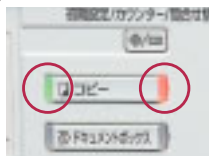
● Simple screens that are easy to see

Operations have been simplified by limiting the functions available and making the letters and buttons for major items bigger.



● Lamps on the operation board that are easily distinguished

The wavelengths and arrangement of red and green LED lamps were selected in consideration of people who are partially color-blind.



● Toner bottles easily replaced with one hand

Now you can easily take out and replace a toner bottle with one hand thanks to the design adopted.



Case 2: Voice navigation function that is friendly to people who are visually impaired

● Ricoh realized the world's first voice-operated digital multifunctional copier.

In September 2005, Ricoh started marketing the imagio Neo C455it/C355it, the

world's first digital multifunctional copier equipped with a "voice navigation" function.* The product offers audio guidance and voice recognition functions, which allow users to operate the copier without

relying on sight. Messages informing the user of paper jams, the need to supply paper, errors, etc., are spoken by the machine.

* Optional function

Interview: Customer feedback

Introduction of the imagio's "voice navigation"

Making copies unassisted helps us, the physically challenged, become independent.

"In the past, teachers who were visually impaired needed the support of their colleagues to copy teaching and other materials. When I first used a copier capable of being operated through voice commands, I was impressed with how much it could do. I am very happy now that I can make copies by myself, even if it does take a little longer. I often use the enlargement function to make the text in the teaching materials I distribute to stu-

Interview with a teacher at Tokyo Hachioji School for the Blind

dents larger. I hope that more functions can be used through voice navigation, including that for reproducing data stored in the copier, when necessary. It may be difficult due to profitability reasons, but efforts to realize "ease of use" to help normalize the lives of the physically challenged are greatly appreciated. I believe that such efforts will help people like us become more independent."



"Copier equipped" with a "voice navigation" function located in the teachers' lounge

The school is engaged in a wide variety of educational activities as a comprehensive school for educating people who are visually impaired.

