

Customer-driven approach to product development, aiming at greater user comfort and longer product life

With the advancement in performance and the increase in functions of information equipment as well as the colorization of information, manufacturers are now more than ever required to develop safe and usable products in all parts of the world. Ricoh is developing user-friendly products to offer the benefits of information technology to as many users as possible and at a higher level. To this end, we have been promoting the concept of Product Design Identity (PDI)*, where we develop products from the perspective of three design values based on Ricoh Values (“harmonize with the environment,” “simplify your life and work” and “promote knowledge management”).

* A philosophy and actions for achieving integrated designs that enable customers who use our products to recognize Ricoh’s originality

Fiscal 2008 Activities Review

<Ricoh Group>

● Stepping up our product development based on the three Ricoh Values

- 1) Create fresh ideas to innovate the future
We launched a new web-based service to help the smarter use of information by customers.
- 2) Developing products with usability and a comfortable feeling
We have reflected universal design principles, including color universal design and universal accessibility, in a broad range of our office equipment and other products.
- 3) Ecological design
We have incorporated many green features, including exterior materials, into our products to facilitate the development of recycled products, while equally emphasizing user-friendliness. We have been commended by outside bodies for this approach and our efforts.

● Expanding external assessment

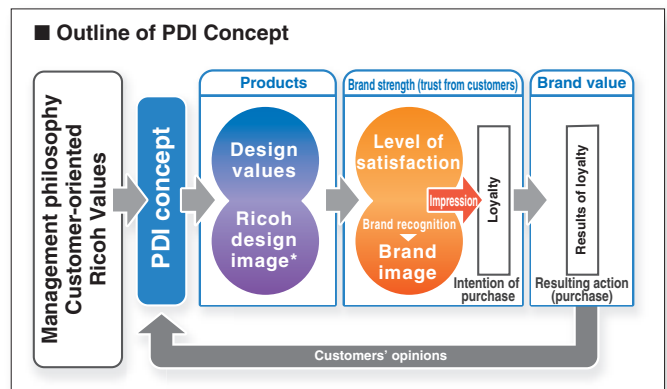
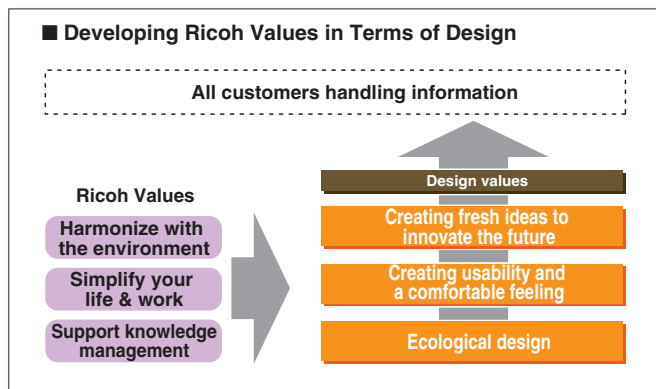
In addition to the existing analyses of surveys and hearing results, we have started to assess customer feedback received at exhibitions and the results of product design awards, aiming to utilize them in our future product development.

Plan for Fiscal 2009

<Ricoh Group>

● Stepping up our product development based on the three Ricoh Values

- 1) Create fresh ideas to innovate the future
Adopting a customer-driven approach and assessing the intrinsic essence of our products, we will offer products and services with attractive shapes, colors and sounds.
- 2) Developing products with usability and a comfortable feeling
We will reflect universal design and color universal design in our products.
To offer convenient and user-friendly operability to our customers, we will introduce the design of large-size color liquid crystal operation screens.
- 3) Ecological design
From the viewpoint of energy and resource conservation and pollution prevention, we will create for sustainable and environmentally-friendly designs.



1) Ricoh’s originality recognized by customers as a result of products based on the PDI concept
2) Having our customers expect convenient and user-friendly products from Ricoh, and feel a sense of trust

Create Fresh Ideas to Innovate the Future

Web-based service, “quanp,” for smarter use of information

<Ricoh (Japan)>

A file name sometimes does not indicate its content clearly, which makes file search difficult. Our “quanp” service provides an effective solution to this issue through its three-dimensional, thumbnail image display and other useful functions. The service—enabling easier data search and use—has been well-received by customers. In addition, “quanp” became the first online storage service to receive the Good Design Award* with the comment that the high quality and completeness of the product provides a new direction in GUI for file management.



Sample image of “quanp” service

* Winning Japan Industrial Design Promotion Organization's Good Design Award 2008 in the digital media category

Ecological Design

Sustainability and environment friendliness in product design

<Ricoh (Japan)>

Our collected end-of-life copiers returned to the market as new imagio Neo 603RC/753RC recycled copiers in 2008, six years after the launch of the previous model. In fact, the recycling efforts begun even in the design phase of the original models: the copiers adopt an exterior shape that allows easy washing and wiping-off of stains. On top of recyclability, we place great importance on functionality and product longevity. These efforts were recognized externally in the form of an award*, praising the products' easy-to-navigate operating screens and other user interface functions as well as easy-to-maintain paper feed and toner replenishment systems.



imagio Neo 603RC/753RC

* Sustainable Design Award of the Good Design Awards 2008

Developing Products with Usability and a Comfortable Feeling

Developing universal design products

<Ricoh (Japan)>

Ricoh is working to ensure that its products offer user comfort to as many customers as possible. For instance, we actively participate in the 48-hour Design Marathon of the International Association for Universal Design (IAUD) to promote the development and widespread use of universal design (UD) products. This annual event allows us to realize issues around universal accessibility and usability in everyday life by taking public transportation and going shopping with people with disabilities. In addition, our Design Working Group, an internal technical



Wearing impairment simulation gear

working group aiming to improve engineers' skills, simulates the experience of the elderly and people with disabilities. This simulation allows us to reinforce our understanding of the importance of UD in products and detect opportunities to improve our product design in terms of the operability of our products and the workability of the overall office environment. As a result, many of our main products now have UD features, such as UD-designed operating screens and paper feed trays that can be removed easily.



UD-designed operation screen



Easy-to-remove paper feed trays

Expanding External Assessment

Customer-driven approach to digital cameras

<Ricoh (Global)>

Ever since the launch of its first model, the product concept of the GR DIGITAL series has remained unchanged: a “tool for expression.” In our tireless quest for perfection in these cameras, we have improved and added new functions, while maintaining the familiar and comfortable-to-use functions. Improvements made to create an even more pleasant photo-taking experience include the easier-to-press height and layout of the function buttons, and the introduction of an electronic level, which allows users to align the shot horizontally by checking the LCD display. In response to customer feedback, we started



GR DIGITAL II

to offer a firmware upgrade service so that existing owners can enjoy expanded functions even after purchase. In promoting this kind of customer-centric product development, we actively listen to visitors at product exhibitions¹ and the examiners at the design award competition². Incorporating customers' and other comments into our product design and improvement, we will continuously strive to create truly user-friendly products.

1. Exhibitions participated in:
 - kansei—Japan Design Exhibition— (Held in France by the Ministry of Economy, Trade and Industry and the Japan External Trade Organization)
 - JAPAN DESIGN 2008—Innovation— (Held in Italy by the Japan Industrial Design Promotion Organization [JIDPO])
2. Design award competitions joined:
 - Good Design Awards (Japan's largest design evaluation program by JIDPO)
 - iF Product Design Award (A globally renowned design award by the International Design Forum Hanover)