

## Creating an environment in which anyone can utilize colors freely and easily

Ricoh is a pioneer in advancing a shift from monochrome to color for office documents. One of Ricoh's major business pillars is bringing multifunctional color copiers and printers to the market which users can enjoy and with which they can leverage color to convey information more effectively. Nevertheless, there are many people with imperfect color vision, who face obstacles in an increasingly colorized society. Color universal design (CUD), which addresses these issues, has become a social mission at Ricoh in line with colorization of information. We promote CUD activities as a common CSR theme for the Ricoh Group. We will step up our efforts to incorporate CUD into more products and expand our CUD activities to communicate both within and outside Ricoh, to create an environment in which everyone can enjoy the benefits of color.

### Fiscal 2008 Activities Review

#### <Ricoh Group (Japan)>

##### ● Expanding CUD to new products and services

We incorporated CUD in our multifunctional copiers, printers and digital printers. (e.g.: Aficio MP C2550, Priport DX 4545 (CP))

##### ● Expanding CUD to communication media

While improving the CUD Guideline developed in fiscal 2007, we have expanded CUD to communication media, including the Group's signs and bulletin board postings; reports, company brochure, and other publications; and supporting materials for the interim shareholder report for fiscal 2008. In addition, our main showroom fully adopted CUD when remodeled. The showroom became Japan's first entity certified under the Color Universal Design Management System (CUDMS\*) standards in the office category.

##### ● Expanding CUD to all business sites in Japan

We appointed and provided the necessary training to key persons in charge of CUD activities and have extended the range of the activities.

##### ● Review and improvement activities

As our CUD activities have been expanding, their progress is becoming less apparent or straightforward. We also need to stimulate CUD activities further in the workplace. With this recognition, we discussed how to develop an effective system where each workplace will be able to evaluate the achievement levels of its own CUD activities.

### Plan for Fiscal 2009

#### <Ricoh Group (Japan)>

##### ● Expanding CUD to new products and services

We will continue to incorporate CUD in our multifunctional copiers, printers and digital printers.

##### ● Expanding CUD to communication media

We will continue our ongoing efforts to expand CUD to a broader range of communication media, including sales proposals for customers and presentation materials for large-scale stakeholder meetings and other occasions. We will also work to acquire CUD certification for the Printing Innovation Center Shinagawa and incorporate CUD into the new building (under construction) of the Ricoh Technology Center in Ebina City.

##### ● Standardizing CUD procedures

We will standardize CUD incorporation procedures to ensure that CUD is reflected appropriately in our publications and other materials. This standardization process will also aim to increase employee awareness and make CUD procedures one of our normal practices.

##### ● Building a progress evaluation system

To promote more active implementation of CUD activities across the Group, we will develop a system for self-evaluation of our progress with CUD activities. We will start with a pilot program in certain selected organizational units to examine the system's effectiveness before full-scale implementation.

\* Color Universal Design Management System Standards (Workplace)

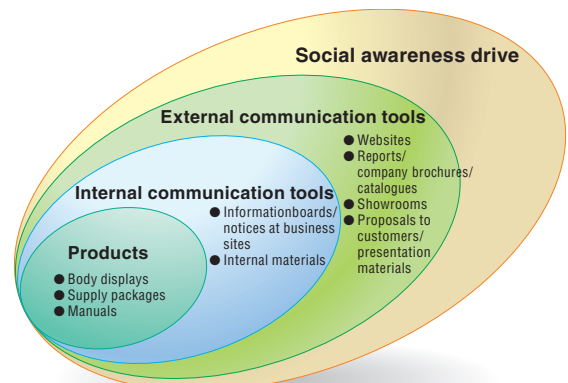
### Accelerating CUD education for key persons to promote Group-wide initiatives

We have been focusing on providing the necessary education to key persons, because we believe that obtaining the commitment of key persons and increasing their awareness is the key to successful expansion of CUD activities. During the educational programs, participants learned about the significance of CUD activities and details of the Guideline, and experienced actual use of various CUD tools.

	As of March 2008	As of March 2009
<b>Ricoh</b>	7 plants	50 plants and offices
<b>Group companies</b>	5 companies	18 companies

After the program, the key persons launched CUD activities at their respective workplaces and their affiliates based on the education they received.

### Expansion of Color Universal Design Activities



## Creating a showroom incorporating CUD

In September 2008, our new showroom, the Printing Innovation Center (PIC), opened on the second floor of Ricoh Head Office in Ginza, Tokyo. In designing the showroom, we paid careful attention to CUD because of its crucial importance in places like showrooms where a wide range of people come and visit. This was made possible by sharing our commitment with vendors for interior design, construction, and video content production.

When preparing the new showroom, we learned the creation of a certification program for CUDMS. We then started to prepare for CUDMS certification as an extension of our regular CUD activities. As a result, in August 2008, the showroom became Japan's first business entity to receive certification. This achievement had wide media coverage, leading to increased awareness of color universal design within and outside of the Group. Moving forward, we believe that the partner companies that contributed to the showroom's completion and shared our commitment will help promote CUD in society. Following CUDMS certification of the showroom, the Ricoh Head Office's entrance hall, which opened concurrently with the PIC, received the

second CUDMS certification in Japan. The "Ring Cube" photo gallery in the San-ai Dream Center in Ginza, Tokyo received the third CUDMS certification in Japan in November 2008. Using remodeling and other occasions, we at the Ricoh Group will continue to adopt CUD principles in a greater number of our facilities to ensure our workplaces are keenly conscious of color vision diversity.



CUDMS certificate

## CUD activities for creating a safe, comfortable workplace

### <Ricoh Unitechno Co., Ltd. (Japan)>

At a manufacturing site, failure to recognize a warning sign may lead to a fatal accident. Therefore, we are making it a priority to adopt CUD for these signs to create a safe, comfortable workplace for all employees.

## Improving the Color Contrast between the Sign and Its Background



Before improvement

After improvement

## The CSR report wins an award for CUD

### <Ricoh Hokkaido Co., Ltd. (Japan)>

Ricoh Hokkaido's CSR Report 2008 was honored by the Japan Association of Graphic Arts Technology (JAGAT) with its Media Universal Design Competition Award, in recognition of the report's CUD consciousness. The award-winning report was exhibited at the JAGAT's "PAGE 2009" event in Tokyo in February 2009.



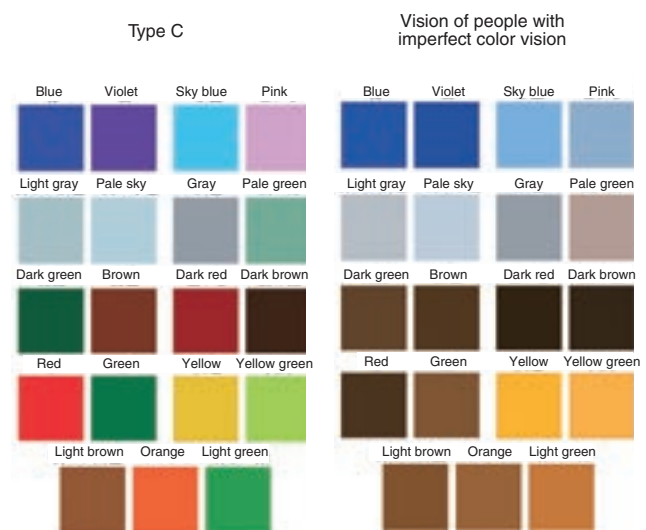
## About Color Vision Diversity

In the retinas of the human eye there are three kinds of cells designed to sense the wavelengths of red, green and blue light, respectively. Imperfect functioning of any of these cells results in imperfect color vision. Most affected people are classified as type P, with imperfect sense of red light, or type D, having imperfect sense of green light. Persons with all the cells functioning perfectly are classified as type C. Imperfect color vision, caused by differences in cell functioning, is hereditary through the X chromosome, and often found in males possessing only one X chromosome\*.

People with imperfect color vision experience the following problems:

- Inability to quickly grasp the meaning of colored information boards at train stations, and having to read the words to understand a warning or direction;
- Difficulties in making distinctions in color-coded charts and figures and referring to legends;
- A tendency to dress too colorfully, thinking their clothes are conservative in color;
- Inability to recognize and name correct color;
- Difficulty in differentiating buttons on screens and operation panels;
- Difficulty in reading highlighted sections on electronic bulletin boards;
- Difficulty in sensing color changes in pilot lamps of rechargers and other devices.

### Difference in Vision by Color Vision Type



\* Affects one male in 20 and one female in 500, totaling about 3 million people in Japan and more than 200 million people worldwide.