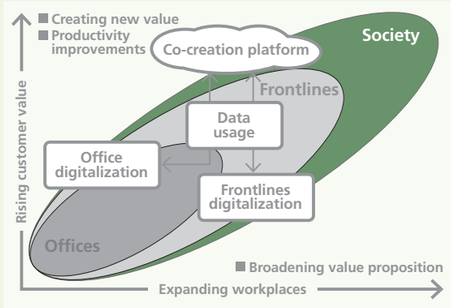
RFS RICOH Futures

Business unit role

We create new businesses and value for tomorrow by innovating to resolve social issues. We also help improve the quality of life and contribute to a decarbonized, circular economy.



Message from Business Unit President

RICOH Futures is striving to create future value through incubation initiatives that help resolve social issues. We aim to create a business structure whose growth leads to a better world.

I believe there are three elements businesses to be viable. First, it must benefit the world. It must be able to help resolve social issues, and draw on a solid, consistent, and ongoing commitment to such progress. Second, corporate strengths are essential and without that strength one cannot generate value. Building a business model using one's proprietary technologies, patents, and other intellectual property are important to resolve issues in an ever-changing world. Third, co-creation is essential to resolving issues because there are limits to the value that a single company can generate. I believe you have to be able to formulate rules for expanding business with co-creation partners. Organically linking these three elements is vital to establishing a business.

We have a certain way of achieving these goals. That is being a thinker, rather than a doer. In order to create and grow new businesses, our employees must be "doers" who act independently. All of us at Ricoh Futures are committed to practicing "doer" behavior to resolve social issues and create value for our customers.

Takahiro Irisa
President of RICOH Futures Business Unit

CASE STUDY 01

Leveraging 360° camera and images

RICOH360 Service

We provide services leveraging the RICOH THETA camera and its 360° images that tackle people's need to communicate while maintaining social distancing and overcoming a shrinking workforce. Companies in the real estate and tourism sectors use THETA360.biz and RICOH360 Tours, a virtual tour production service. Construction industry players use RICOH360 Projects to transform work by making it possible to seamlessly capture, organize, and share 360° images of onsite conditions. We will draw on our unique strengths in developing cameras and digital services to deliver higher-value-added services that employ 360° image data and the artificial intelligence of RICOH360 image processing API (application programming interface).

The Condominium Business Division of Daiwa House Industry Co., Ltd., Japan's biggest homebuilder, adopted THETA360.biz in February 2020. In addition to the floor plans, the company is also using VR staging to create attractive spaces by decorating 360-degree images with furniture and accessories using computer graphics technology, in addition to providing a virtual tour of the view from balconies.

WEB Refer to our website: THETA.biz

Salespeople across Japan take advantage of easy use of photography using the RICOH THETA. THETA360.biz is very user-friendly, making it simple and swift to create content and helping to streamline tasks. Our website presents virtual tours for condominiums for sale, in email responses to inquiries, and in other approaches salespeople take to serve those unable to visit locations in person because of the pandemic. Salespeople around Japan frequently ask for virtual reality-based staging support, as it makes it easier for them to show what properties will look like after people move in. Another advantage of this staging is that it can customize furniture styles according to family and price ranges.

Tomohiro Kishishita
Condominium Business Division
Daiwa House Industry Co., Ltd.

CASE STUDY 02

Enhancing social infrastructure safety by visualizing road status

Road surface inspection system

It has become increasingly important to maintain and manage public infrastructure, given incidents from aging, heavy rainfalls, and other natural disasters. It requires a lot of labor and time, making it a major social issue in Japan.

The inspection of roads, tunnels, and slopes by making it possible to use regular vehicles fitted with proprietary photographic systems that capture images while driving, digitizing these images. Artificial intelligence platforms analyze the data to assess the damage and output various reports. We brought out the Ricoh Road Monitoring Service in 2019 and launched the Ricoh Tunnel Monitoring Service in 2020. In February 2022, we began jointly testing the Roadside Slope Monitoring System with Miyazaki Prefecture, Japan.

We will contribute to preventing accidents and disasters by leveraging digital technology to streamline inspections, pinpointing high-risk areas needing urgent repairs. In coming years, we will link an array of data to undertake multifaceted inspections, enhancing the safety and security of public infrastructure by precisely identifying signs of deterioration and linking the information to undertake the right disaster prevention measures.


Vehicle fitted with road surface inspection system


View of tunnel interior

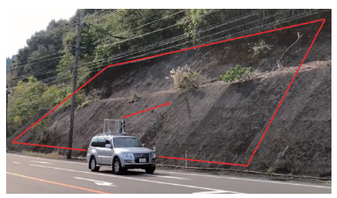


Image of slope surface