

Ricoh Launches a Fully Redesigned Corporate Website

Tokyo, October 18, 2010———Ricoh Co. Ltd. (President and CEO: Shiro Kondo) launched a completely redesigned corporate website (www.ricoh.co.jp/www.ricoh.com). As part of an effort to further enhance the Ricoh brand globally, the renewal will be fully implemented by year end at all overseas sales subsidiaries.

Since Ricoh first established a website in 1995, numerous improvements have been made to enhance navigation and access. For ten years now Ricoh Group websites have shared a common look. Now, as an increasingly diverse range of visitors come to the site, the spare, elegant new design delivers an even simpler, and easier to use interface, enabling people to get to their destination quickly and efficiently.

Objective and concept of the new design

Ricoh's business domain is not limited to office equipment such as multifunction printers (MFPs), but has expanded substantially to include solutions and services relating to office work and even IT services for various work environments. This means that customers visiting the website now require an increasingly diverse range of information. Ricoh has (1) reviewed the structure of the website so that it can provide easy-to-use information in a way that is only possible on the web, (2) simplified operability.

The website renewal will comply with the WCAG 2.0 Web standard established by the World Wide Web Consortium while delivering a high level of accessibility.