

Now on the Web: Imagining the Future with Frontline Creators  
~ [Imagine the Year 2036: FORWARD THINKING IGNITE IMAGINATION](#) ~

**Tokyo, November 28, 2013**, Ricoh is launching a project to develop a series of new online pieces in collaboration with “frontline creators,” people who map out the future in the form of fiction, *manga*, and video games. Based on the concept of freely imagining the year 2036, we explore different scenarios and ways in which people will work and communicate with one another in the future. Ricoh researchers follow up by talking again to the creators about the futures they have mapped out, to help expand their visions further.

In the first story, a science fiction author Hideaki Sena, known for his novel “Parasite Eve” takes his turn in imagining the year 2036. He is due to be followed by a well known *manga* artist and then a popular game creator. Throughout this three-part series, young and energetic illustrator Zain visualizes images of the future conjured up by each of the creators. Her sophisticated illustrations will bring the creators’ visions to life, and will be featured as content on the website, alongside the conversations with researchers.



“Imagine the Year 2036” special website  
The first story features Hideaki Sena (left)  
and Yohei Yamamoto, Ricoh (right)

Ricoh is constantly proposing work styles that offer people new value, at the interface of people and information. That has been part of Ricoh's DNA since the 1950s, when the company pioneered "Office Automation." Meanwhile we have all been enthralled by images of the near future since we were children, as fiction, *manga* and video games have continued to fire our imaginations. Bringing together researchers, whose job is to conceptualize new products and services with an eye to the future, in collaboration with creators, who map out the future with their imagination, will help to generate even more creative ideas and act as a driving force for change.

The corporate tagline "*imagine. change.*" embodies Ricoh's goal of leveraging the collective imaginations of its people to drive change and deliver new value to customers.

[ Recommended browsers]

The following browsers are recommended to view this website.

Windows®	Macintosh
Internet Explorer Ver.9.0 or higher	Safari Ver.6.0 or higher
Google Chrome™ 24 or higher	Google Chrom™ 24 or higher
Firefox Ver.19 or higher	Firefox Ver.19 or higher

Note: The website uses JavaScript and style sheets. Please configure your browser to accept these elements. If your browser is not configured correctly, you may be unable to access certain features or you may encounter issues such as content displaying incorrectly.

\* Windows is a registered trademark of Microsoft Corporation in the United States and other countries.

\* Google Chrome is a trademark of Google Inc.

\* Firefox is a trademark of Mozilla Foundation.

\* Safari is a trademark of Apple Inc.

---

## | About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2013, Ricoh Group had worldwide sales of 1,924 billion yen (approx. 20 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit [www.ricoh.com/about/](http://www.ricoh.com/about/)