



Brand Management

Eco-Billboard

Ricoh was the first to install a billboard lit only by solar power in New York City's famed Times Square.

Ricoh Eco-Billboard's LED floodlights are powered by storage batteries charged by sunlight alone. As the batteries generate approximately 16 kilowatt-hours per day, they avert carbon dioxide emissions of about two tons annually that would otherwise be a by-product of conventional power generation.

Ricoh assumed from the start that due to weather conditions there would sometimes not be sufficient electricity to light up the billboard — but that a dark billboard would be further proof of the company's commitment to sustainability.

Additional Eco-Boards installed in 2011 in London, the UK and Sydney, Australia are sending out Ricoh's energy conservation message to other continents.



New York



Sydney



London

► WEB Eco-Billboard: www.ricoh.com/about/company/promotions/eco-billboards/

Sponsorship

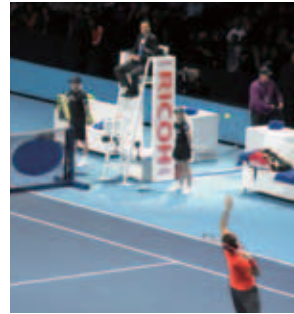
The Ricoh Group supports sports and cultural activities through sponsorship of events and venues around the world. Our goal is to inspire the dream of a more harmonious global society among leaders of generations to come.



Ricoh Coliseum, Canada



Ricoh Arena, UK



ATP (Association of Tennis Professionals) Tournaments, Europe and Asia-Pacific



National Museum of Emerging Science and Innovation, Japan



A.C. Milan, Italy



LPGA Tour Championship Ricoh Cup, Japan



Ricoh Women's British Open, UK

▶ WEB Sponsorship: www.ricoh.com/about/feature/story10/