

Ricoh's Evolution into a Digital Services Company

Strengths developed through business

Since advocating the office automation concept in 1977, Ricoh has done much to help customers improve their operational efficiency and productivity through our digital innovations and services. By leveraging our robust customer base and touchpoints and our intellectual property, we will continue to help customers unleash their creativity, as a digital services company.



Products and services transition

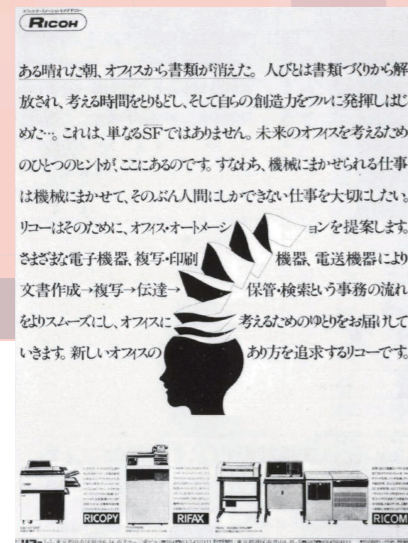
Enters the office equipment field



The Ricopy 101, Japan's first desktop diazo-wet copier to integrate exposure and development (1955)

Advocates office automation concept

Provides facsimile machines, word processors, and other office automation equipment to help improve office productivity



Driving digitalization

Shifts from analog copiers to digital multifunctional printers (MFPs) and cultivates networking and colorization



imagio MF200 (1996)



Colorized copying and printing

First* newspaper advertisement in Japan to advocate OA (1977) * Research by Ricoh
In a harbinger of today's mindset of freeing people to engage in more creative work, the ad copy states, "Let machines handle the manual tasks that you can automate and value the work that only people can do"

Develops IT and communication services

- Provides seamless IT services covering everything from planning and building infrastructure to operational management
- Offers devices and services that streamline communications
- Bolsters edge devices



Fosters communication and collaboration through images, video, and audio

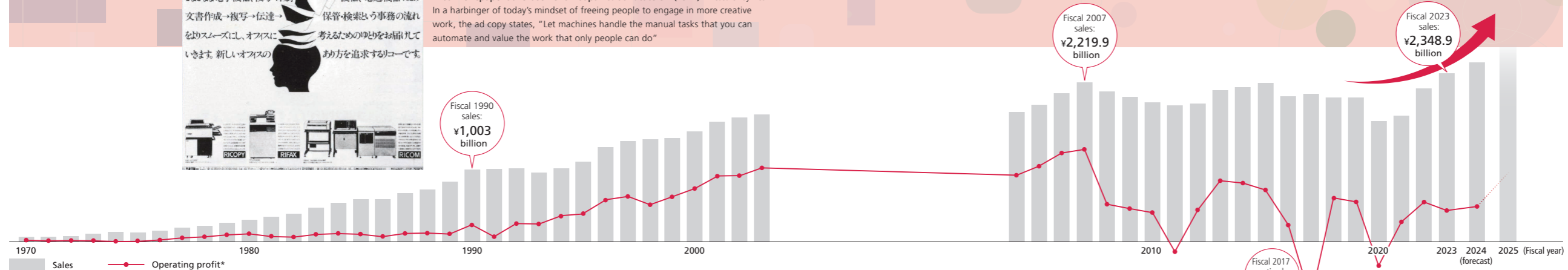
Strengthens digital services capabilities

- Acquires application providers and audiovisual integrators to obtain external technologies that it integrates with its technologies and services
- Develops proprietary platforms that connect devices and services
- Develops and accumulates AI technologies

In-house intellectual property

In-house development of devices, software, and platforms and steady enhancement of required capabilities through acquisitions and alliances

- 32,124 patents held
- Proprietary devices and software



* Ordinary income numbers used until fiscal 1989

Refer to our website [Company history](#)