

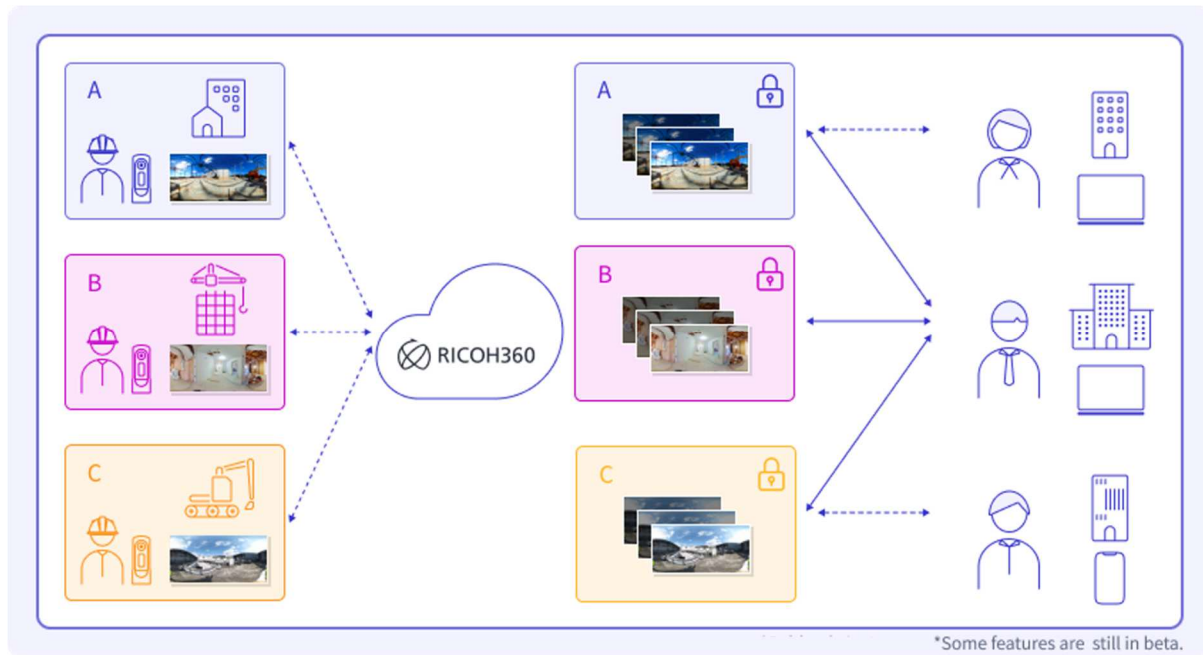
Ricoh introduces the RICOH360 Business Package
A complete cloud-based solution for visualization, management, and optimization of space in 360 degrees

TOKYO, April 10, 2025 – Ricoh today announced the launch of the RICOH360 Business Package, a comprehensive solution that integrates a 360-degree camera with an image application designed to enhance digital transformation (DX) and boost productivity across various sectors, including construction and facility management in Japan. Plans for international expansion are also in development.

The RICOH360 Business Package seamlessly combines the RICOH THETA 360-degree camera with cloud-based image management, streamlining image recording, sharing, and management in business applications. Traditionally, on-site management required significant time and effort, involving multiple photos taken with standard cameras and uploading data to a PC or sharing via email. This solution eliminates omissions, automatically uploads immersive 360-degree data to the cloud, and leverages AI for optimal image processing. Flexible access control settings*¹ ensure secure and easy data sharing, even for collaborative projects. This total solution also includes rental and support for the RICOH THETA and accessories, complete with equipment damage coverage. In the event of a malfunction, quick replacements minimize downtime.

Ricoh remains committed to enhancing connectivity between devices, software, and cloud synchronization through its cross-industry 360-degree images and video platform, aiming to streamline the entire workflow from capture to data utilization and improve the overall user experience.





Solving key challenges with RICOH360 Business Package

The RICOH THETA camera, capable of capturing 360-degree images in a single shot, is increasingly utilized in construction, facilities management, and other business environments where recording, sharing, and managing information remotely is essential. The RICOH360 Business Package, which integrates cloud capabilities with the RICOH THETA camera, specifically addresses the following challenges:

- Prevention of errors and omissions: The 360-degree camera captures the entire site in one shot, reducing the risk of missing critical information.
- Accurate, consistent information sharing: 360-degree images of physical environments can be shared internally with teams and external stakeholders through the cloud, clearly conveying on-site conditions and expediting decision-making.
- Reduction of travel time and costs: Remote access to job site conditions minimizes the need for business trips and on-site surveys, enhancing work efficiency.

Outline of the RICOH360 Business Package

The RICOH360 Business Package includes the following components:

1. RICOH360 Mobile App / Web Version:

A cloud-compatible application that empowers users to effortlessly capture, edit, check, and share 360-degree images. It connects directly with the RICOH THETA camera, allowing for optimal shooting modes tailored to business needs. Ricoh's proprietary technology automatically enhances captured images, requiring no specialized knowledge. Administrative functions enable users to remotely monitor camera usage, update firmware, and track usage history, optimizing operational costs.

2. Rental and Support for RICOH THETA and Accessories:

The Ricoh THETA X is available for rental, including coverage for equipment damage. In the event of a malfunction, the THETA X can be replaced quickly, minimizing the hours that photography operations are halted due to equipment unavailability. Quick replacements help minimize overall downtime. Comprehensive support services are also provided, alleviating the administrative burden on companies.

*1: Support to be introduced in phases upon update.

For inquiries regarding this matter, please contact us at [RICOH360 Inquiry](#).

App Information

- “RICOH360 Business Package” solution website
<https://www.ricoh360.com/packages>

Related News

- Ricoh Introduces New Solution for RICOH THETA X Aimed at Business Clients for 360-Degree Imaging
<https://blog.ricoh360.com/en-news/2025-03-18-2>
- Notice of RICOH360 App Function Update Schedule
<https://blog.ricoh360.com/en-news/2025-02-13>

| About Ricoh |

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces and optimize business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organizational capabilities nurtured over its 85-year history. In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realize a sustainable future.

For further information, please visit www.ricoh.com

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