Ricoh expands global availability of the RICOH360 THETA A1 to accelerate digital transformation in field operations

TOKYO, October 28, 2026 – Ricoh Company, Ltd. today announced the expansion of global availability for the RICOH360 THETA A1, a highly durable 360° camera designed specifically for field operations. Building on the product's initial launch in 2025, Ricoh is expanding availability to the United States, Canada and Australia while broadening purchasing options and distribution channels in its existing markets of Japan and Europe. The expansion makes the camera more accessible to professionals in construction, infrastructure, facility management and related industries across key global markets.

Customers will have greater flexibility in how they purchase and deploy the camera, with standalone purchasing options and a wider range of sales channels, including authorized distributors and major e-commerce platforms. The RICOH360 THETA A1 can also be used independently or as part of the broader RICOH360 ecosystem to meet customers' evolving operational needs.

Industries such as construction, infrastructure and facility management are facing growing challenges, including labor shortages, aging assets and increasingly demanding working environments. At the same time, organizations are seeking more efficient ways to document, share and review field information across distributed teams.

As adoption of 360° imaging continues to grow, customers have been asking for more flexible purchasing and deployment options, including integration with existing business applications and systems, as well as procurement through preferred sales channels. To address these needs, Ricoh is expanding access to the RICOH360 THETA A1 through broader geographic availability and standalone purchasing options, helping accelerate digital transformation across field-intensive industries.

The RICOH360 THETA A1 is built for professionals working in challenging field environments where reliable visual documentation is critical to operations.

Key capabilities include:

- **Highly durable design for field use**
  The RICOH360 THETA A1 is the first model in the RICOH THETA series to offer IP64-equivalent dustproof and splashproof performance. Designed for use in environments exposed to dust, splashing water, heat and cold, the camera operates in temperatures ranging from –10°C to 40°C (14°F to 104°F), enabling reliable image capture under harsh conditions. It also supports stable, extended recording while receiving power in temperatures from 30°C to 40°C (86°F to 104°F), allowing users to keep working in high heat.

- **Fast and responsive operation**
  The camera starts in about 3 seconds* and captures an image approximately 0.3 seconds after the shutter button is pressed, helping users document site conditions quickly and efficiently in the field. A streamlined interface and automatic noise reduction ensure consistent 360° images with minimal adjustments, even in dim indoor environments.

  *When starting up from power-off

- **Streamlined field workflows**
  The RICOH360 THETA A1 stitches images and corrects tilt in-camera, recording still images in JPEG format and video in MP4 format. This allows captured content to be saved, shared and incorporated directly into existing workflows without the need for conversion using dedicated software. Built-in GPS and an electronic compass also record location and direction data with captured images. The camera can be used with existing construction management, inspection and proprietary business applications, allowing organizations to integrate 360° imaging into current operations with minimal process changes.

Expanding availability of the RICOH360 THETA A1 supports broader adoption of digital workflows across construction, infrastructure and facility management. By enabling dependable visual documentation and information sharing even in challenging environments, Ricoh aims to help customers responsible for critical infrastructure improve operational efficiency and transform their field operations.



RICOH360 THETA A1

RICOH360 THETA A1 product website
https://www.ricoh360.com/theta/

RICOH360 THETA A1 promotional video
https://youtu.be/RDw7RFjjy3M

| About Ricoh |

Ricoh is a global integrator in workplace transformation, operating in approximately 200 countries and regions and headquartered in Tokyo. Supporting customers' value creation, Ricoh offers workplace services and solutions that empower organizations to work smarter through advanced technologies—including AI—together with long-standing expertise rooted in printing. Ricoh also operates commercial and industrial printing businesses and delivers new solutions leveraging inkjet technology. In the financial year ended March 2026, Ricoh Group had worldwide sales of 2,608 billion yen (approx. 16.4 billion USD).

For 90 years since our founding, Ricoh has upheld its mission and vision of empowering individuals to find Fulfillment through Work—and that commitment continues today. By understanding and transforming how people work, we unleash their potential and creativity to realize a sustainable future.

For further information, please visit www.ricoh.com

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