

Nov. 1962

Introduces the Ricoh Auto Half, a half frame camera that proves to be a massive hit

Ricoh is a leading pioneer in the field of automatic camera technologies. In 1960 it released Ricoh Auto 35, the first electric-eye camera developed by a Japanese company; and then in 1962, rolled out the more advanced and handy Ricoh Auto Half—a half-frame, fully automatic camera with automated exposure, focusing and film-winding functions. Being compact, purse-sized and requiring no manual control skills, the world's smallest popular-model automatic camera of the times proved to be a huge hit, particularly with female consumers.



Ricoh Auto Half (1963)



Ricoh Auto 35



Size comparison to a tobacco box



Auto Half series