

Anticipating future market needs, we will create a business presence in new areas

We are implementing investment and business development strategies to build and grow new pillars of business.



RICOH WG-M1
Camera can be attached to a helmet with a special mount, sold separately



PENTAX 645Z

Camera business

We sell a variety of cameras that truly excite and inspire, changing the ordinary into the extraordinary. In digital cameras, we offer a lineup of models matched to customer applications, from single-lens reflex cameras that can be used for professional purposes and cameras delivering high performance despite their compact, lightweight design, to action cameras with excellent anti-shock features and waterproof and dustproof construction.

We updated RICOH THETA, a spherical camera, by combining proprietary optical technology with image processing technology to enable users to capture the space around them with just one touch. The new model allows up to three minutes of 360° video capture and provides a new image experience with an even greater sense of presence. We will continue to offer appealing products that go way beyond expectations to meet our customers' ever-changing needs. ▶ WEB 1, 2

Additive manufacturing business

In September 2014, Ricoh embarked on an additive manufacturing business centering on 3D printers. Offering time- and cost-saving possibilities through prototyping and small-lot production capabilities, 3D printing is attracting interest on the frontlines of manufacturing and could become a ¥2 trillion industry by 2020. We will apply a professional perspective, based on experience accumulated Groupwide over more than 20 years in the use of 3D printers for product design and technologies for prototyping and

molding to support innovation in manufacturing at customer sites.

As part of this effort, we opened facilities—RICOH Rapid Fab—as hubs for innovation that will handle 3D printer sales and provide output services and consultations. ▶ WEB 3



RICOH Rapid Fab (Atsugi, Kanagawa Prefecture)

Eco business

Ricoh is strengthening sustainable environmental management within the Group and contributing to a sustainable society through its businesses, seeking to achieve around ¥100 billion in sales from environment-related business areas by March 2021.

Toward this end, we opened the RICOH Eco Business Development Center in Gotemba, Shizuoka Prefecture. Here, efforts are directed toward cultivating new business areas distinct from existing business domains, fueled by empirical research into environmental technology, such as energy management, and the implementation and optimization of reuse and recycling technology. The goal is to accelerate the development of environmental technology and the expansion of environment-related businesses. Partial operations commenced in spring 2015, with full-scale operations in 2016. ➔ p. 34

Community building

Leveraging its technological strengths and customer contact capability, Ricoh will help build innovative communities and also contribute to the development and growth of local communities. As part of this initiative, Ricoh welcomed the opening of RICOH Future House, a communication complex in Ebina, Kanagawa Prefecture, in summer 2015. This facility holds hands-on experience classes for children utilizing know-how in technology, development and design, and through various programs, underpins learning opportunities for the scientists and engineers of tomorrow who will drive manufacturing industries forward.

By participating in community building, Ricoh will offer ideas for comfortable living environments and support for business operations, thereby extending its new business model to other areas and expanding the scope of its business pursuits.



RICOH Future House



Hands-on experience class for children

For more details

Technological strengths
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