

FOR RELEASE NOVEMBER 13, 2000

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**Ricoh Introduces Revolutionary Internet-Ready
Digital Camera**

RDC-i700 Targets Mobile Professionals, Features Integrated Browser, E-mail, 3.5-inch Touch Screen, 3.34-Megapixel Resolution

West Caldwell, N.J., Feb. 9, 2001 -- Ricoh PC Peripherals Business Unit today advanced the future of digital imaging with the debut of its new RDC-i700 digital camera. Ricoh combines the power of the Internet with sophisticated imaging technology, producing an ultra-portable business productivity solution for anywhere, anytime image communications. The RDC-i700 will be on display at Digital Focus on February 10, 2001 from 7 to 10 p.m. at the Walt Disney World Swan Hotel .

The 3.34-megapixel, Internet-ready RDC-i700 imaging tool provides the ability to capture crisp images and video, send and receive e-mail with attachments, send images of documents directly to fax machines, surf the Web, create image-rich documents and HTML files, and FTP data and images directly from the camera. The RDC-i700 is current available in Japan at a suggested retail price of under \$1,500 and will be available in the United States through VAR, dealer, and system integrator channels early next Spring.

The RDC-i700 features an innovative Virtual Assistant that integrates Microsoft Word and Excel templates inside the camera to help generate data management, guided capture and text/HTML-based applications. It provides the ability to automatically populate pre-defined source files and then transfer the information directly to the PC.

“The RDC-i700 is first of a new breed of imaging tools that enable business users to dramatically enhance the workflow process, making it the ‘Swiss Army Knife’ of digital cameras,” said Jeff Lengyel, digital camera manager of Ricoh PC Peripherals Business Unit. “This camera is the ultimate business tool providing any road warrior with the ability to fully complete any application from capture to documentation to Internet distribution and publishing. No other camera manufacturer takes into account the unique and diverse requirements of today’s Internet-dependent mobile professional.”

The sleek and elegantly designed RDC-i700 is extremely user-friendly. It features a large, rotating 3.5-inch touch-screen LCD for viewing multimedia images, presentations, files and Web pages on the go. The accompanying stylus pen is handy for editing images, jotting notes onscreen or entering text via the onscreen keypad. The camera also offers a series of enhanced modes, including text mode for capturing documents, motion picture mode for creating small movies, and voice memo mode to annotate still images.

The RDC-i700 combines a 3.34-megapixel CCD with a 3x optical zoom lens—equivalent to 35-105mm on a 35mm film camera—for print-quality resolution of up to 2048 x 1536 pixels. It offers a specialized macro-mode to capture close-ups as near as 1cm (0.4 inches).

To further extend the camera's Internet connectivity, the RDC-i700 can be linked to a host PC's Web browser to manage images in the camera or copy them to the hard disc drive. The RDC-i700 software pack includes the Explorer Plug-In for Windows and the RDC-i700 mounter for Mac. Once installed, the RDC-i700 can also emulate an external disc drive.

The RDC-i700 is also a powerful presentation tool. Using the large 3.5-inch LCD screen or a standard NTSC or PAL television monitor, mobile professionals can create, edit and display full multimedia-rich presentations. To further simplify the process, an optional remote control unit is available.

The RDC-i700 ships with two rechargeable lithium-ion batteries, battery charger, lens cap, soft case, neck strap, stylus pen, USB cable, AV cable and an AC adapter. A remote control and lithium-ion battery are optionally available. The kit also includes a software CD with Image Capture Guide List templates and a USB driver.

Mobile professionals, VARs and system integrators are encouraged to contact Brian Solis at 408-428-0895 Ext. 101 or via e-mail at brian@future-works.com for a personal demonstration at COMDEX/ Fall 2000, Booth L5132.

More information regarding the Internet-ready RDC-i700 is available at http://www.ricoh.co.jp/r_dc/icd/pc/index.html

About Ricoh PC Peripherals Business Unit

Ricoh PC Peripherals Business Unit, a division of Ricoh Corporation and headquartered in West Caldwell, NJ, is a worldwide market leader in the development, manufacture, distribution and OEM licensing of imaging, digital imaging and multimedia products.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at <http://www.ricohzone.com>. Customer product inquiries and information requests can be directed to Ricoh PC Peripherals Business Unit at (888) 742-6410.

About Ricoh Corporation

Ricoh Corporation, headquartered in West Caldwell, NJ, is a subsidiary of Ricoh Company Ltd., the 67-year-old leading supplier of office automation equipment with sales in excess of \$10 billion. Ricoh Corporation was recently selected as one of the World's Most Admired Companies for the second year in a row by Fortune magazine.

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