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Ricoh Announces New 2.3 Megapixel Digital Camera

RDC-5000 features 2.3x optical zoom, 1.6-inch super macro, continuous shooting, time lapse and USB connection in one tiny package

Sparks, Nev. Feb. 17, 1999 -- Ricoh Consumer Products Group today announced a new 2.3 megapixel digital camera, the RDC-5000. Designed for consumer and business users, the new camera includes powerful features that enable a wide variety of applications such as 2.3x optical zoom, 1.6-inch super macro for close-up shots, continuous shooting capability, time lapse and USB connection. The camera also includes 8MB of on-board memory for storing images, and can be used concurrently with up to 32MB SmartMedia cards. The RDC-5000 will begin shipping in May at a to-be-announced competitive price.

According to Joseph Bollentini, senior vice president of Ricoh Consumer Products Group, "By offering the highest resolution digital camera and packaging it as a powerful solution at a customer friendly price, the new RDC-5000 digital camera strengthens Ricoh's commitment to the digital imaging industry. Ricoh has consistently focused on introducing imaging products each year that deliver improved image quality, ease-of-use and a unique feature set that offer more than specifications, they deliver bottom-line value."

Improved Image Quality

The new digital camera features a 1.8-inch LCD monitor and viewfinder for perfect image composition and capture. Photographers can choose resolution of either 1792 x 1200 pixels (2.3 million) or 896 x 600 pixels. The higher resolution enables sharp, detailed 8 x 10 prints to be produced from ink jet or other color and black and white printers. A 640 x 480 resolution may also be obtained using the camera's digital zoom, providing a perfect resolution for on-line usage. Images are captured in JPEG file format—an easy-to-use format for e-mailing or adding images to Web sites.

Three compression modes are available in each resolution, fine, normal or economy, enabling varying levels of detail and the quantity of stored images.

Powerful Features Equal Ease-of-Use

The new RDC-5000 has all of the features of a conventional 35mm camera and more for appealing to all photographic skill-sets. The RDC-5000 features point-and-shoot convenience for novice photographers as well as manual override options for experienced photographers. The RDC-5000 has a 2.3x optical zoom (38-86mm equivalent). The zoom lens also has more flexibility than a single focal length lens and includes the equivalent of wide, normal and telephoto capabilities. The camera also includes a macro feature of up to 1.6 inches—the closest in its price category.

The RDC-5000 allows users to produce professional quality photos by using onboard effects. Time lapse mode is a built-in timer that captures images automatically from 30 second intervals up to three hours. Time lapse allows photographers to accurately record a series of actions as they evolve, from flowers blooming to sunrises. The camera also features a continuous shooting feature that offers one image to be shot in one second increments for capturing sequential pictures at the touch of a button.

The Ricoh RDC-5000 includes auto focus, auto exposure, auto white balance control, auto flash, manual override with exposure compensation, manual flash on/off, and white balance control. Manual override enables the exposure to be adjusted and deactivation of

the flash saves battery power as well allowing special photo lighting effects. The built-in flash also includes red eye reduction. The RDC-5000 is the first Ricoh digital camera in the Ricoh digital camera product line to include Universal Serial Bus (USB) for faster image transfer and downloading of images compared with the use of serial and IrDA ports.

The RDC-5000 has switchable language on-screen-display for international marketing. It also provides selectable NTSC or PAL video-out signal for international travelling and external photo presentations.

Flexible Image Storage

The RDC-5000 includes 8MB of on-board memory and also allows up to 32MB of additional SmartMedia storage. Images can be transferred from a SmartMedia memory card to the on-board memory or from the on-board memory to a SmartMedia card. The camera emulates a disk drive when connected via USB, allowing the user to simply drag and drop files from the camera to the computer.

Unique Feature Set

Packed with exciting features that photographers will enjoy, the RDC-5000 includes a date imprinting capability that automatically documents the date images were taken, an important feature for certain applications such as insurance or legal. The market for digital imaging has continued to provide more than color-only images. The RDC-5000 offers black and white and antique or sepia tones, allowing photographers to experiment artistically.

New Design Offers Convenience and Comfort

The camera features a sleek new design and weighs less than 11 ounces without batteries. The camera includes a protective LCD barrier switch to simultaneously turn on the camera and extend the zoom lens — this protects and blocks the LCD monitor when

closed. The LCD may be manually turned off, allowing the user to only use the optical viewfinder and conserve battery life.

Ricoh Provides a Complete Solution

The Ricoh RDC-5000 ships with 8MB on-board memory, AC adapter, serial and USB cables and video cables. The kit also contains productivity software including ArcSoft PhotoStudio 3.0 for image editing and PhotoBase, for photo album organization, PhotoMontage, for creating digital collages, PhotoFantasy, for items with creative backgrounds while using digital images and PhotoPrinter, for laying-out images in multiple sizes on single sheets of paper. The software is available for Windows 95, 98 or NT as well as Macintosh 7.5 or greater.

About Ricoh Consumer Products Group

Ricoh Consumer Products Group, a division of Ricoh Corporation and headquartered in Sparks, Nev., 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.ricohcpg.com>. Customer product inquiries and information requests can be directed to Ricoh Consumer Products Group at 702-352-1600.

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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