

FOR IMMEDIATE RELEASE:

Contact:

Brian Solis
FutureWorks
408-428-0895 ext 101
brian@future-works.com

**Media Advisory: Ricoh's Internet-Ready RDC-i700
Digital Camera Is "Must-See" at Fall COMDEX**

Camera fuses imaging, Internet, business, and collaboration to enhance
workflow for new generation of mobile applications

WEST CALDWELL, N.J., Nov. 7, 2000 -- Ricoh PC Peripherals Business Unit today announced a powerful new force in business digital imaging will be on display at Fall COMDEX 2000. Designed as a tool for mobile professionals, Ricoh's new RDC-i700 Internet digital camera combines the power of the Web with the most sophisticated imaging technology on the market. Systems integrators, IT professionals and other business developers interested in streamlining workflow and communication for field activity or within vertical markets will not want to miss the RDC-i700 demonstration at Booth L5132 in the Las Vegas Convention Center. The i-camera will also be on display at Mobile Focus 2000 Nov. 12, in Caesar's Palace from 7:00 to 10:00 p.m. PST.

The RDC-i700 is the first of a new breed of cameras that enables businesses to dramatically enhance workflow. By simply inserting a PC Card modem, LAN adapter, or storage card into the integrated type I and II expansion slot, the RDC-i700 instantly becomes a mobile communications, workstation and presentation device. It becomes an ultra-portable business productivity solution for anywhere, anytime image collaboration, Web browsing, and e-mail.

The 3.34-megapixel, Internet-ready RDC-i700 imaging tool provides the ability to capture crisp images and video. It also allows users to send and receive e-mail with attachments, send images of text directly to fax machines, surf the Web, create image-rich documents and HTML files, and FTP data and images directly from the camera. Its advanced modes enhance workplace productivity with a text mode for capturing documents, a motion picture mode for creating small movies, and a voice memo mode to annotate still images.

The RDC-i700's advanced features make it the next-generation camera of choice for business use on the Net. The device gives rich, new meaning to the notion of convergence. For example, a user can e-mail still images at the press of a few buttons, store up to 50 e-mail addresses in the embedded memory, and send image files in high-resolution format or choose from one of five file size settings to accelerate transmission.

The RDC-i700 uses customizable, onboard templates to upload files to websites in standard HTML format via the FTP Upload function. A built-in Web browser lets users check uploaded images online and surf the Web for information.

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. The camera can also directly record sound files or capture moving images in AVI format. Its 8MB internal memory can store hundreds of images, and its expansion slots provide virtually unlimited storage through Compact Flash, ATA cards, and via other emerging devices such as the IBM MicroDrive.

Those who can benefit from digital imaging business applications, from IT professionals to VARs, will want to preview the RDC-i700's powerful capabilities at Booth L5132, COMDEX/ Fall 2000, November 13-17 in Las Vegas. 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.

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.

###

Ricoh, Ricoh RDC-i700 are trademarks of Ricoh Ltd. All other trademarks or product names are property of their respective owners.