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Ricoh Announces VAR and System Integrator Program to Launch Ground-Breaking i700 Wireless Internet Camera

Strategic Alliances Set to Integrate RDC-i700 Wireless Digital Imaging Solutions Into Business Workflow

WEST CALDWELL, N.J., Feb. 27, 2001 -- Ricoh™ PC Peripherals Business Unit today announced a new program aimed at VARs, System Integrators, and other strategic partners to integrate wireless imaging into business workflow solutions. The program centers on Ricoh's RDC-i700™ wireless Internet digital camera and communications tool, the ultra-portable business productivity solution for anywhere, anytime image communications that took Time Magazine's Innovation of the Year Award in 2000.

Ricoh has created a dedicated field study program for VARs to exclusively cultivate groundbreaking applications for business customers where imaging is critical to workflow. Far more than an imaging device, the unprecedented feature-set embodied in the RDC-i700 enables users to connect direct-to-Internet, providing the ability to communicate through images, data and text without a computer. Ricoh will create a rich new field of opportunities for partner companies to deliver value-added solutions that stream the tedious processes associated with today's photography and computing production chains.

"The RDC-i700 is the 'Swiss Army Knife' of communications tools because it brings an integrated set of tools to enhance in-the-field communications," said Jeff Lengyel, digital camera manager of Ricoh PC Peripherals Business Unit. "Now we are seeking a limited number of partners to become the first in their industry to exclusively offer serious value-add wireless imaging solutions for business and vertical customers to mobilize and streamline workflow."

The 3.34-megapixel, Internet-ready RDC-i700 captures crisp images and video, sends and receives e-mail including attachments, sends images of documents directly to fax machines, surfs the Web, creates image-rich documents and HTML files, and can FTP data and images directly from the camera.

More information regarding the Internet-ready RDC-i700 and the exciting new possibilities it unleashes is available at www.ricohwireless.com. The site has

information on Ricoh's call-to-action for VARs, System Integrators and other partners, including a VAR virtual walk-through that starts at <http://www.ricohwireless.com/intro.htm> .

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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