

IT'S A FULL-FEATURED CAMERA ...



Compact, light, and appliance-friendly



See everything from any angle with the 200,000-pixel LCD monitor



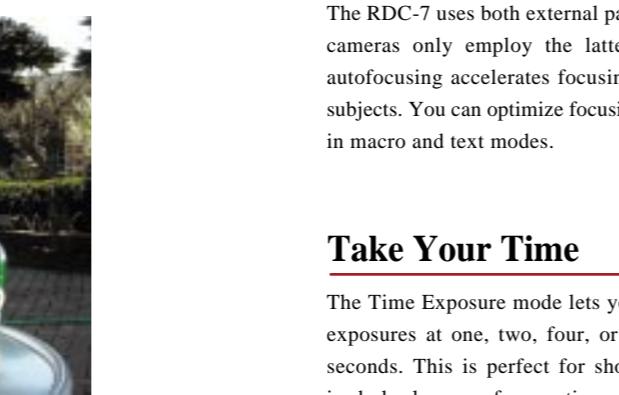
Regular digital cameras record portrait view subjects horizontally. When processing the images on your computer, you have to rotate them 90 degrees. The RDC-7's secondary release mechanism eliminates this step by storing subjects in their correct orientation.

Zoom right in with a powerful 3x optical lens



The optical lens zooms from the equivalent of a wide 35mm to a telephoto 105mm, giving you the flexibility you need in almost any situation. Because it is optical, the lens lets you enlarge images without compromising the resolution of up to 200 lines/mm.

Complete flash control



The built-in flash unit draws on advanced Ricoh technologies to ensure perfect results. In Auto mode, the flash automatically calculates the distance and additional lighting required. The flash prevents overexposure, which commonly occurs with close-ups. You can choose from three manual modes to creatively capture special moods soft, normal, and strong. A preflash reduces red-eye.

Auto white balance

The RDC-7 uses Ricoh's new multi auto white balance technology to quickly optimize white balance. A Ricoh-developed algorithm identifies and repeatedly processes color calibration information from the CCD's 128 imaging zones. This ensures perfectly balanced results, even when using the flash.

Auto exposure bracketing

Auto exposure bracketing provides a margin of safety when you cannot determine the right exposure setting. In this mode, you take three shots at three exposure settings normal and -0.5EV just by pressing the shutter button once. You can then review and choose the best of the shots.

... WITH A HOST OF POWERFUL APPLICATIONS

Make movies



Record and play back AVI movie clips, which use motion JPEG for superior image quality. Such clips are perfect for sharing with others across local area networks or over the Internet. You can record up to 5.5 minutes of video onto a 64MB SmartMedia™ card.

Record interviews and ideas on the run

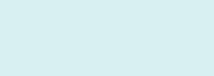
With a 64MB SmartMedia™ card inserted, you can capture up to 130 minutes of high-quality audio through the RDC-7's powerful built-in microphone. A speaker is also built-in so you can instantly check results.

8MB on-board memory, SmartMedia™ card expandability up to 64MB

Removable 64MB SmartMedia™ cards complement the 8MB on-board memory. This lets you store almost anything, from large images and many small snapshots to a series of movie clips. You can also copy data between the internal memory and removable cards.

USB and serial ports for fast transfers to Windows and Macintosh systems

USB is now the global standard for connecting to personal computers. The USB cable connection allows high-speed transfers to your PC or Mac or back to the camera for storage.



UNIVERSAL SERIAL BUS
*USB: Limited to PCs with Windows 98 pre-installed, cannot be used with a system upgrade from Windows 95. Limited to Macintosh with Mac OS 8.5 or better.

Bring e-documents and websites to life

The RDC-7 makes it easy to create and share digital images through the Internet. You can send shots as attachments or use them to spice up your website.

Output to printers or PC-connective copiers

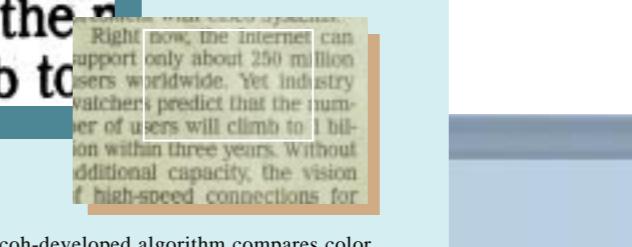
Images taken on the RDC-7 meet global standards. This means you can print without fuss or bother from your computer to laser or inkjet printers or even to PC-connective copiers.

Scan the headlines

now, the Internet only about 250 million worldwide. Yet industry watchers predict that the number of users will climb to 1 billion within three years, without additional capacity, the vision of high-speed connections for

In text mode, the RDC-7 uses a Ricoh-developed algorithm compares color and subject brightness variations to create an optimal dual-value (black and white) TIFF file with unparalleled clarity. The RDC-7 is effectively a 3D pocket scanner. It lets you capture text and graphics cleanly and crisply from almost any medium from newspaper articles and even whiteboards. It saves in non-compressed TIFF.

Inspect samples



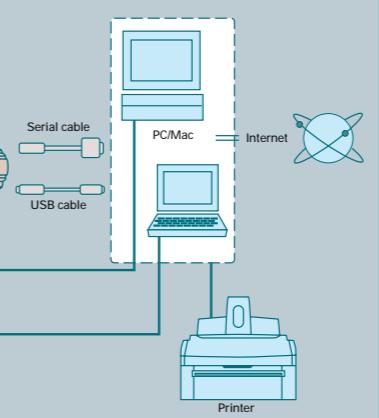
Create an image database that helps you explain what you have seen to others.

Build the family photo album



Capture and store treasured memories permanently and print out copies whenever convenient.

System Chart



... AND COUNTLESS USES

Record interviews and meetings

Take a series of stills, highlight important parts on video, or record key comments.

Check stores and construction sites



Monitor customer traffic or displays or track daily progress in building projects.



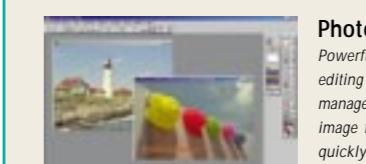
The serious amateur can take advantage of host of image recording and processing capabilities that make taking great shots fun.



Capture and store treasured memories permanently and print out copies whenever convenient.



Includes Six Software Packages for Imaging Perfection (Windows/Macintosh)



PhotoStudio
Powerful, full-featured, easy-to-use photo editing application with MediaBrowser album manager. Support for high-resolution and large image file size to open and edit the images quickly.

PanoramaMaker
This exciting new software will support automatic horizontal and vertical stitching of multiple images into a single image. 360° VRML images can also be created for websites and HTML applications.



VideoImpression
GUI-based video presentation editor for AVI, MPEG-1, and still image formats. Enhances impact with text, transition effects and sound tracks. Can convert video clips to still images at 30 frames per second for use with PhotoMontage. Outputs video files for Video Email or web pages.



PhotoMontage
Create professional-quality montage with thousands of micro-images. Automatic color adjustment for best result is newly equipped.



PhotoFantasy
An image entertainment program that let you create photofantasies by combining your personal photos with a wide variety of fantasy background images. The new LIVE video mode allows real-time preview and capture of photos within the Fantasy image.

