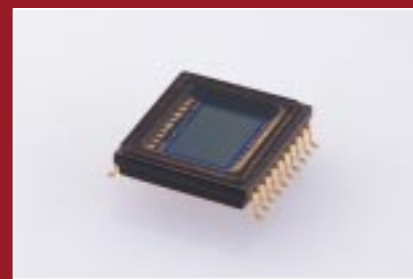


A 3.3-megapixel CCD delivers photo-real resolution up to 7 megapixels



The RDC-7 has burst through the two megapixel barrier with a 3.3-megapixel CCD that redefines digital photography by delivering new levels of clarity and color contrast. In Pro Mode, you can double resolution up to a whopping 7 megapixels.

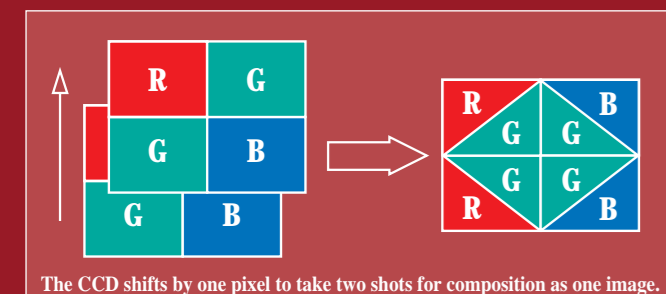


3.3-megapixel CCD

What is Pro Mode?

There are three Pro Mode options—all based on Ricoh's innovative Image Enhancement Technology. Pro-L mode shifts the CCD by one pixel to take two shots that a Ricoh-developed algorithm composes into one image. This boosts resolution and definition by 20% without increasing image size. The default Pro Mode uses a Ricoh-developed interpolation algorithm that eliminates "jaggies" when the resolution increases to 7 megapixels. The resulting image size is 3,072 x 2,304 pixels. Pro-H mode raises resolution to a maximum 7 megapixels by simultaneously incorporating both the default Pro and Pro-L modes.

Notes:
1. Pro L and H work only with stationary subjects.
2. Pro Mode usage increases processing time to 35-70 seconds per frame. (Excluding Non-compressed Mode)

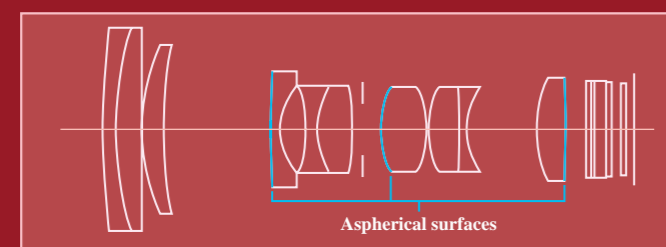


The CCD shifts by one pixel to take two shots for composition as one image.

A fast, high-resolution 3x lens

The RDC-7 boasts a host of innovative lens technologies that make it stand out from the competitive crowd by delivering the finest possible resolution and image quality in an incredibly compact design. The F2.6 7.3-21.9mm optical zoom lens is equivalent to a 35-105mm focal length on regular 35mm cameras. The lens comprises high-quality optical glass that Ricoh fashioned and finished using proprietary polishing and coating technologies. The glass minimizes light dispersion and has a high refractive index. There are 10 glass elements in seven groups, with three aspherical lenses. The proprietary varifocal zoom system comprises one stationary and three moving groups to optimize resolution. A Ricoh-developed alignment adjustment system optimizes zoom performance. This system provides 200mm/line resolution across the zoom range, helping the CCD optimize crispness and color

reproduction in Pro Mode. Ricoh's achievements in regular 35mm compact camera lenses contribute to the RDC-7's trim proportions. A relay viewfinder enhances slimness, while a spiral gear ensures ultrasilent zooming.



Aspherical surfaces



Included Accessories	Optional Accessories
<ul style="list-style-type: none"> Soft case Lens cap Rechargeable Lithium-Ion Battery Battery Charger USB Cable Serial Cables for Win/Mac AV cable Ricoh software CD (Win/Mac) *Wrist strap *Instruction manual *Warranty card 	<ul style="list-style-type: none"> Remote control DR-3 8MB SmartMedia™ memory card Floppy disk adapter FS-B10 AC Adapter AC-3 *16 MB SmartMedia™ Memory Card *32 MB SmartMedia™ Memory Card *Rechargeable Lithium-Ion Battery DB-20 *Battery Charger BJ-1 PC card adapter FS-B53

Major Specifications

ITEM	DESCRIPTIONS
RECORDING FORMAT	JPEG (Exif 2.1, DCF Design rule for Camera File system) / Non-compressed:TIFF / Motion:AVI (Open DML Motion JPEG) / Sound:WAV (Exif 2.1), DPOF support
VIDEO SIGNAL METHOD	NTSC / PAL switchable
RECORDING MEDIUM	Internal SMD / SmartMedia™ (compatible with 2 / 4 / 8 / 16 / 32 / 64 MB, 3.3V)
PICTURE MODE	Non-compressed, Fine / Normal / Economy 3,340,000 square pixel CCD (effective 3,240,000 pixels)
RESOLUTION	Still: 2048x1536 (1024x768/640x480/3072x2304/Pro-Pro H) Motion: 320 x 240
RECORDING MODE	STILL / SOUND / STILL+ / SOUND / MOTION / SOUND / TEXT / CONTINUOUS MODE / PRO MODE / TIME EXPOSURE MODE / INTERVAL MODE (TIME LAPSE from 30second intervals up to 3hours)
PLAYBACK MODE	SINGLE IMAGE PLAYBACK / MULTI IMAGE PLAYBACK / ZOOM PLAYBACK / AUTO PLAYBACK
SHUTTER	Still: 1-1/1000sec
OPTICAL VIEWFINDER	Real-image, Dioptric Adjuster-2+1dpt.
MONITOR DISPLAY	2.0" TFT LCD (230,640 pixels)
BUILT-IN FLASH	AUTO / ON / SLOW SYNCHRO / OFF / RED-EYE REDUCTION, Manual Strength Adjustment (SOFT / NORMAL / STRONG)
LENS	f=7.3-21.9mm (equivalent to 35-105mm in 35mm camera format), F2.6-3.4, Optical Zoom, 10 glass elements in 7 groups with 3 aspherical lenses
FOCUS	Hybrid AF (Passive AF-TTL-CCD AF) / Macro-TTL-CCD AF
EXPOSURE MODE	Programmed AE, TTL-CCD Method
EXPOSURE ADJUSTMENT	AUTO / MANUAL EXPOSURE COMPENSATION (+/- 2.0 EV in 1/2 EV steps)
SHOOTING RANGE	AUTO / Macro: 1cm (0.4in.) - 24cm (9.4in.) (at Wide) / Macro: 1cm (0.4in.) - 24cm (9.4in.)
OTHER FEATURES	DATA COPY MODE (INTERNAL / EXTERNAL) / Digital Zoom (40x/480x) / MONITOR MODE (RAW / Sepia) / AUTO BRACKET / Selectable ISO SENSITIVITY / POWER SAVE MODE / Remote Control (Optional) / Date Imprinting (system default/memo/yes)
WHITE BALANCE	AUTO / MANUAL MODE SETTING (4 MODES: DAYLIGHT / FLUORESCENT LIGHT / TUNGSTEN LIGHT / OVERCAST)
SELFTIMER	Approx. 10sec. delay
INTERFACES	PC: Serial (RS232C/AUX), USB Video Out, Audio Out
BATTERY	Rechargeable Lithium-Ion Battery
DIMENSIONS (W x D x H)	135.4 x 74.0 x 26.6 (27.9 at grip)mm, 5.3 x 2.9 x 1.1 (1.1 at grip) in.
WEIGHT	Approx. 270g (9.5oz) (without battery)

RDC-7 Accessories

MODEL	DESCRIPTIONS
DB-20	Rechargeable Lithium-Ion Battery
BJ-1	Battery Charger
AC-3	AC Adapter
DR-3	Remote Control
FS-8	8MB SmartMedia™ Memory Card
FS-16	16 MB SmartMedia™ Memory Card
FS-32	32MB SmartMedia™ Memory Card
FS-B53	PC Card Adapter
FS-B10	Floppy Disk Adapter

*RDC-7 Standard Package Includes: Digital camera body, Lens cap, Ricoh software CD, Serial Cables, USB Cable, Rechargeable Lithium-Ion Battery, Battery Charger, AV cable, Wrist strap, Soft case, Instruction manual, Warranty card

<http://www.ricoh.com>
<http://www.ricohcp.com>
<http://www.ricoh-europe.com>
<http://www.ricoh-aust.com.au/>

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Specifications subject to change without notice.

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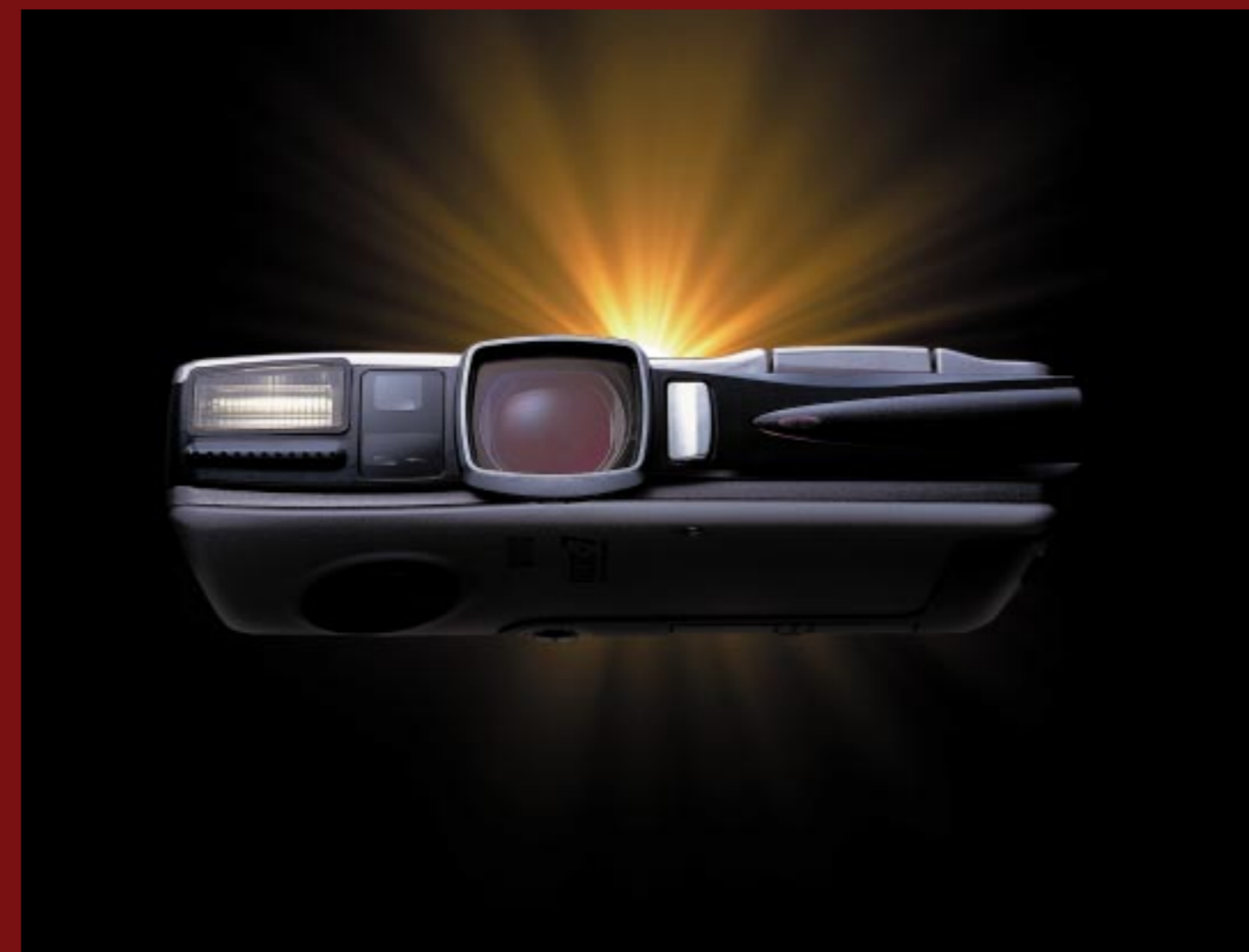
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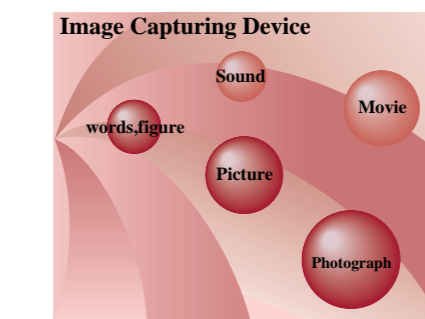
RICOH Image Communication

RDC-7

IMAGE CAPTURING DEVICE



The Ultimate in Digital Imaging in an Ultraportable Package

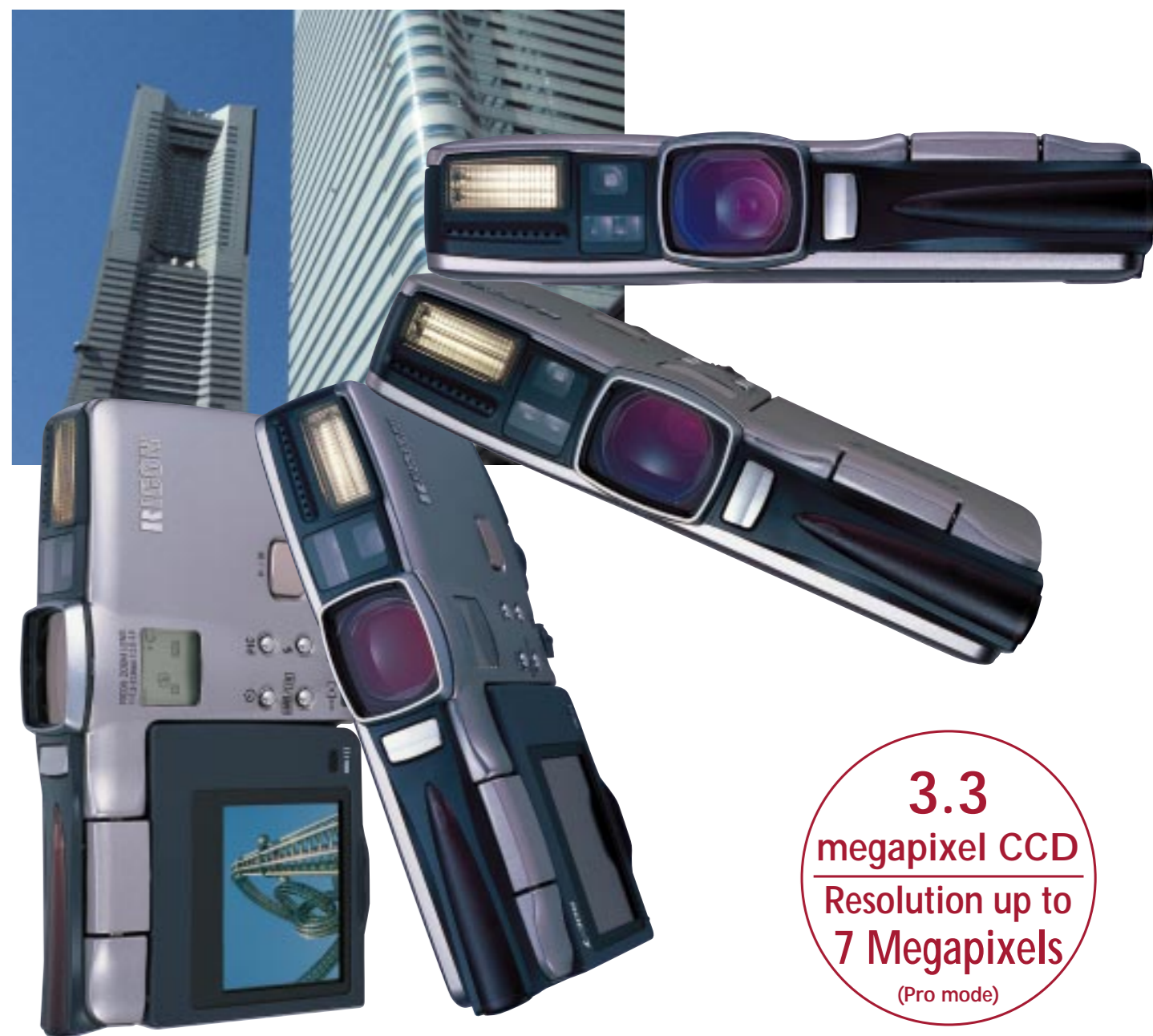


In this multimedia age, "image" information comprises everything from still images and movie clips to text and sound. Ricoh's Image Communication strategy pursues superior imaging and appliance ease based on open standards for individuals and groups in all office environments. We call the RDC-7 an Image Capturing Device because it is much more than a camera. It delivers an unrivaled array of advanced, user-friendly technologies and solutions so you can record, creatively process, and output all types of image information.

RDC-7

IMAGE CAPTURING DEVICE

The RDC-7 lets you digitally capture, process, and share still images, movie clips, text, and sound any time, anywhere.

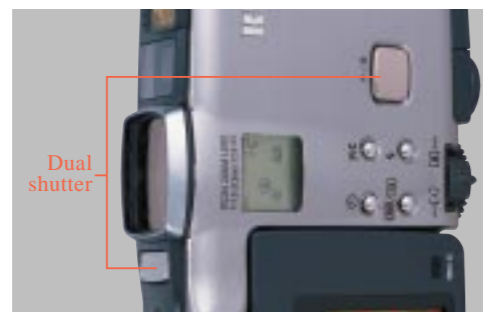


3.3
megapixel CCD
Resolution up to
7 Megapixels
(Pro mode)

IT'S A FULL-FEATURED CAMERA ...



Dual shutter



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.

Macros as close as 1cm



Macros are perfect for revealing unusual detail. The RDC-7 lets you get as close as one centimeter (0.4 inch) from a subject without losing the definition you enjoy at normal shooting distances.

Hybrid autofocus for point-and-shoot ease

The RDC-7 uses both external passive and CCD autofocusing. Regular digital cameras only employ the latter. The additional use of external passive autofocusing accelerates focusing and enhances performance with poorly lit subjects. You can optimize focusing and resolution with all subjects including in macro and text modes.

Take Your Time

The Time Exposure mode lets you set exposures at one, two, four, or eight seconds. This is perfect for shooting in dark places or for creating special action or lighting effects, such as traffic movements at night.



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.



*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

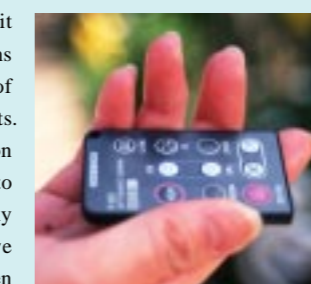
Now, the Internet only about 250 million worldwide. Yet industry predicts that the number of users will climb to 1 billion within three years. Without additional capacity, the vision of high-speed connections for

Right now, the internet can support only about 250 million users 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.

Remote control for presentation ease

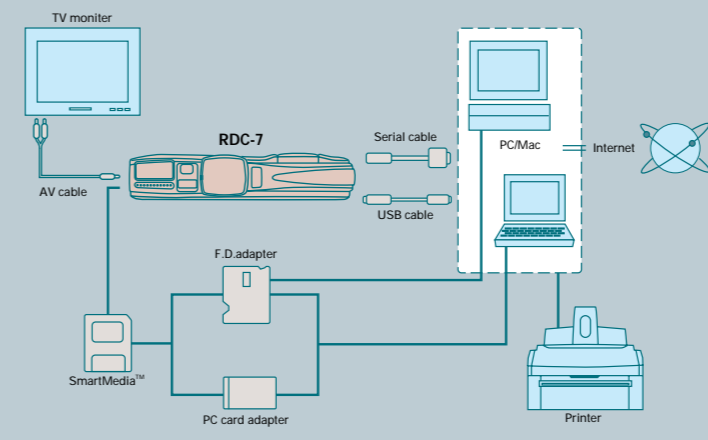
The optional remote control unit makes it even easier for you to run presentations on a television monitor or become part of the scene in self-portraits and group shots. The LCD monitor incorporates a reception sensor. You can swivel the monitor to receive remote control signals from any angle. To avoid camera shake, we recommend using the remote control when shooting in Pro mode.



Multilanguage, multi TV system support

The RDC-7 offers four language options: English, German, French, or Japanese. You can also switch to show your images on either the NTSC or PAL television systems.

System Chart

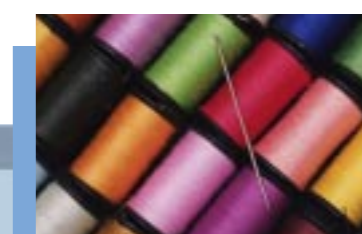


... AND COUNTLESS USES

Record interviews and meetings

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

Inspect samples



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

Check stores and construction sites



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

Pursue photography

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



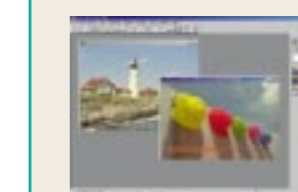
Build the family photo album



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.

PhotoPrinter
An easy-to-use printing program with powerful frame borders and unique templates in multiple sizes on a single sheet of paper. Customizable photo-templates, create photo-collages and add text on the image is possible.

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 lets 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.

