

October 28, 2014

## **New RICOH THETA model, capturing 360-degree images in one shot, is on sale soon**

**- Spherical video function, API and SDK (beta version) now available -**

Tokyo, October 28, 2014—Ricoh Company, Ltd. announced today that it has developed a new model of the RICOH THETA, an input device that allows users to capture the area all around them in a single spherical image. The new spherical camera, which can also capture spherical videos, will be marketed by Ricoh Imaging Company, Ltd. from November 14.

Since its launch last year as the world's first image input device<sup>\*1</sup>, the RICOH THETA has opened a new world of imaging possibilities. Users can shoot game changing new spherical images at any time, capturing more than they ever imagined. In response to popular demand, the new model enables Wi-Fi transfer that is almost twice as fast as the previous model as well as spherical video capture, all with the same small, lightweight and easy-to-carry design as before. Video image conversion processing can be performed on a computer after shooting, enabling users to enjoy up to 3 minutes<sup>\*2</sup> of spherical video footage that will make them feel like they're right there. Users can also choose from four body colors, providing a more fun and attractive tool to carry around every day.

An API (Application Programming Interface) and SDK (Software Development Kit) (beta version) will be released on theta360.com along with the release of the new RICOH THETA. Users can now develop their own original apps to configure various settings and perform various operations using the RICOH THETA. By developing their own apps, users will be able to add new exciting capabilities to their RICOH THETA. Ricoh looks forward to broadening the range of enjoyment available through this unique device.

\*1...The first consumer product that allows the entire area around the user to be captured in one shot, instead of simply taking horizontal panoramas or semi-spherical shots. (As of October 2013. Ricoh research)

\*2...Upload to sharing sites is up to 5MB, about 6 seconds (1280 x 720pixels)

Product Name	Price	On-Sale Date	Product Color
RICOH THETA (Model name: RICOH THETA m15)	Open pricing	November 14, 2014	White, pink, yellow, blue,

Accessories: USB cable, case

Ricoh Company, Ltd. [www.ricoh.com/ja/](http://www.ricoh.com/ja/)

Ricoh Imaging Company, Ltd. [www.ricoh-imaging.co.jp/japan/index.html](http://www.ricoh-imaging.co.jp/japan/index.html)



RICOH THETA (Model: RICOH THETA m15)

### <Main Features of RICOH THETA (Model: RICOH THETA m15)>

#### 1. Spherical stills

- It allows users to capture the area all around them in one shot. Images are then transferred to a smartphone via Wi-Fi where the user can change the size, shape and composition with simple fingertip operations using a free dedicated app. Users can also change the RICOH THETA shooting setup by a smartphone which is connected through Wi-Fi.
- Images can be uploaded to the theta360.com dedicated website, and can also be shared on social media sites such as Facebook, Twitter and Tumblr, as well as Microsoft®'s Photosynth®. Spherical images can also be posted to Google Maps and Google+.

#### 2. Spherical videos

- By adopting new parts and utilizing a video control program, spherical videos up to 3 minutes in length can be shot. After shooting, spherical videos that have no stitch lines can be enjoyed by processing with the video creation tool<sup>\*3</sup> in the dedicated application. The image size, shape and composition can be changed using simple fingertip operations.
- Videos can be uploaded to the theta360.com dedicated website, and can also be shared on social media sites such as Facebook, Twitter and Tumblr. (Up to 5MB).

\*3...RICOH THETA for Windows®/Mac (<https://theta360.com/en/support/download/>)

\*In order to view the videos, RICOH THETA for Windows®/Mac is required to convert the videos that are shot separately.

\*Video conversion performance varies depending on your computer environment (OpenGL technology).

See theta360.com for details.

#### 3. Increased communication speed

- Wi-Fi transfer speeds have been increased by a maximum of 2x. Users can enjoy smooth and serial shooting image transmission.

#### 4. Color variations

- In addition to the previous white color, RICOH THETA is now available in pink, yellow and blue.

#### 5. API/SDK (beta version)

- API/SDK will be available for users to develop their own original apps on theta360.com site. You can now create your own RICOH THETA apps, arranging function settings and operation. API/SDK will be released on 14<sup>th</sup> November and applicable to the conventional model also.

#### <Options>

Attachment for Strap (Color: Silver, Grey, Green, Blue, and Orange)...By attaching on the tripod socket hole on the bottom, a strap can be set.

Price: Open

On-Sale Date: Available now

## <RICOH THETA (Model: RICOH THETA m15) Main Specifications>

Shooting distance	Approximately 10cm to infinity (from front of lens)
Shooting mode <sup>*1</sup>	Still image: Auto, shutter priority, ISO priority, Video: Auto
Exposure control	Automatic
Exposure compensation	Still image: Manual compensation (-2.0 - +2.0EV, 1/3EV step)
ISO sensitivity <sup>*1</sup> (standard output sensitivity)	Still image: ISO 100 to 1600, Video: ISO 100 to 400
White balance <sup>*1</sup>	Still image: Auto, indoors, outdoors, cloudy, incandescent lamp 1, incandescent lamp 2, daylight color fluorescent lamp, natural white fluorescent lamp, white fluorescent lamp, light bulb color fluorescent lamp, Video: Auto
Shutter speed	Still: Automatic 1/8000~1/7.5 second Movie: Automatic 1/8000~1/15 second
Recording medium	Internal memory: Approx. 4GB
Number of photos that can be recorded, time <sup>*2</sup>	Still image: Approx. 1200, Video (time per recording): Max. 3 minutes, Video (total recording time): Approx. 40 minutes <sup>*3</sup> .
Power source	Lithium ion battery (built in) <sup>*4</sup>
Battery life	Approx. 200 photos <sup>*5</sup>
Image file format	Still image: JPEG (Exif Ver. 2.3), DCF2.0 compliant, MOV (Video: MPEG-4 AVC/H.264, Audio: LinearPCM)
External interface	Micro-USB: USB 2.0
Exterior/external dimensions	42mm (W) x 129mm (H) x 22.8mm (17.4 mm <sup>*6</sup> ) (D)
Weight	Approx. 95 grams
Usage temperature range	0 to 40 degrees Celsius
Usage humidity range	90% or less
Storage temperature range	-20 to 60 degrees Celsius

\*1...A smartphone is required to change modes or configure manual settings.

\*2...The number of photos and time are guides only. The actual number differs according to the photography conditions.

\*3 ...Automatic shut down if the internal temperature increases.

\*4...Charge the battery by connecting it to a PC using the supplied USB cable.

\*5...The number of photos that can be taken is a guide based on Ricoh's measurement method (wireless on, one photo taken every 30 seconds and transferred to smartphone). The actual number differs according to usage conditions.

\*6...Excluding lens section.

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## | About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2014, Ricoh Group had worldwide sales of 2,236 billion yen (approx. 21.7 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit [www.ricoh.com/about/](http://www.ricoh.com/about/)

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