

Oct. 2011

Establishes PENTAX RICOH IMAGING COMPANY, LTD.*

PENTAX Ricoh Imaging Company, Ltd. was established to become a wholly owned subsidiary of Ricoh, effective on October 1, 2011.

Through this move, the firm rebuilt its offerings based on the PENTAX brand lineup of DSLRs coming with a broad lens selection, adding to it Ricoh's existing digital camera range, with a greater focus on consumer products and services.

In August 2013, the company changed its name to the present Ricoh Imaging Company, Ltd.

* present Ricoh Imaging Company, Ltd.



Advertisement to announce the establishment of the new company



PENTAX digital cameras

Related website

News Release

http://www.ricoh.com/release/2011/1001_1.html

Official Site

<http://www.ricoh-imaging.co.jp/english/index.html>