



FPO

Maximus Green, the virtual visitor

from the future, co-hosted the Ricoh Sustainability Portal along with the real-live Angeline-Rose Troy. His character was created specifically to dramatize the spirit of Ricoh's involvement with ISEF and more importantly to express Ricoh's deep-rooted corporate ommitment to advancing the cause of Sustainable Development.

So what's the verdict from the future? Max's message was a positive one. "Keep up the good work," he said. "You're on the right track. Things are much better up here in the future, but we've still got a long way to go."

When asked why of all places (and times) he chose to visit Indianapolis in the year 2006 he answered enthusiastically, "Well, this is where the ideas are! The smartest young people on the planet, all gathered in one place. I just wanted to come back to say thanks for helping to establish a more sustainable future world. I can't tell you specifics, but I can tell you that some of the ideas that came out of this particular science fair eventually led to new technologies that literally changed the course of life on Earth."



"For ideas that balance the economic and social needs of today with the environmental needs of tomorrow"

The Ricoh Sustainable Development Award

Since 2004 Ricoh has underwritten the existing Environmental Sciences award category. In addition, Ricoh created a new award, The Ricoh Sustainable Development Award. This award goes to the two entries (or one team) selected from among all the General Award categories, whose principles and technical innovations are deemed most likely to foment environmentally-friendly practices and social responsibility among businesses. A regional version of the award was also presented at over 500 ISEF-sponsored regional science fairs. While celebrating new ideas and innovation, the award is also expected to raise awareness about the growing need for Sustainable Development.

"In keeping with our commitment to technological excellence and the protection of the environment, we at Ricoh see our sponsorship of the Ricoh Sustainable Development Award as a vital step in educating future business leaders about the importance of pairing innovation with social responsibility," said Michael W. Sarasin, Director, Corporate Quality Assurance and Environmental Management Division, Ricoh Corporation.

The 2006 Ricoh Sustainable Development Award winners were selected by a team of 15 judges comprised of engineers, scientists, business professionals and educators. They reviewed entries from among all the general award categories to determine the winners. The Awards were presented by Michael W. Sarasin of Ricoh and RSDA Judging Leader Tim Mohin from Intel at the Special Awards Ceremony presented by Lucent. The students will share a \$50,000 scholarship from Ricoh Corporation.

www.ricoh-sustainability.com

Originally created as a resource for students and teachers interested in learning more about the first Ricoh Sustainable Development Award, this site has become a permanent statement of Ricoh's commitment to Sustainable Development and an invaluable gateway to vast realm of Sustainable Development information and activities accessible via the internet.

This is where high school students can come to start their search for information on Sustainable Development (and perhaps a bit of inspiration) for a science fair project. In addition to information on Ricoh's Sustainable Development initiatives, the site has links to advanced educational and primary research sites as well as governmental bodies and international organizations dedicated to making Sustainable Development a reality.

This is also where educators can come to find information and links to many other sites offering useful educational assets including Sustainable Development lesson plans and support materials.

Queensbridge Wind Power Project



FPO

A project conceived of and directed by Andrea Polli this video presents a vision of a future when meeting energy production needs can actually enhance the beauty of a city. www.andreapolli.com/queensbridge/

Scrapile

Shown courtesy of Josh Dorfman, President of Vivavi, Inc. (www.vivavi.com/), and creator of The Lazy Environmentalist a nationally broadcast radio show airing weekly on Sirius Satellite Radio and LIME Radio that informs consumers on cutting-edge, eco-friendly products and services. (www.lazyenvironmentalist.com/)

"Science and Sustainability" Shop Talk

Held at the Ricoh Sustainability Portal and moderated by **Maximus Green**, this discussion explored the role of science, education and business in the move toward a sustainable future. The panelists were:

Michael Sarasin, Director Corporate Quality Assurance/Environmental Management Division at Ricoh Corporation

Tim Mohin, Director, Sustainable Development at Intel Corporation

William Russell, President, Sustainability Knowledge Network & Advisor at the Institute for Sustainable Enterprise at Fairleigh Dickinson University

the ricoh sustainable development award

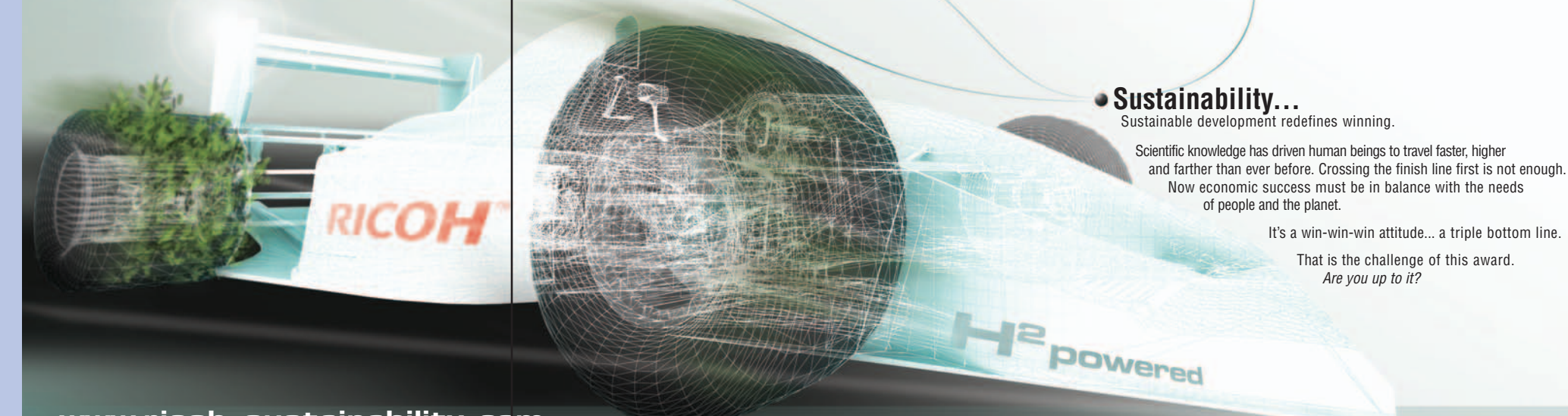
for ideas that balance the economic and social needs of today with the environmental needs of tomorrow.



2006

indianapolis

- SOCIAL**
 - Cultural Preservation
 - Social Mobility
 - Empowerment
 - Participation
 - Equity
- ENVIRONMENTAL**
 - Biodiversity
 - Natural Resources
 - Carrying Capacity
 - Ecosystem Integrity
 - Clean Air and Water
- ECONOMIC**
 - Services
 - Household Needs
 - Industrial Growth
 - Agricultural Growth
 - Efficient Use of Labor



Sustainability...

Sustainable development redefines winning. Scientific knowledge has driven human beings to travel faster, higher and farther than ever before. Crossing the finish line first is not enough. Now economic success must be in balance with the needs of people and the planet.

It's a win-win attitude... a triple bottom line. That is the challenge of this award. Are you up to it?

www.ricoh-sustainability.com



winning with science, fueling innovation
\$50,000 in scholarships

To be presented in 2006 at the Intel International Science and Engineering Fair, The Ricoh Sustainable Development Award will go to the two entries, or team, selected from among all the general award categories, whose principles and technical innovations offer the greatest potential for increasing our ability to grow environmentally friendly and socially responsible businesses.

Visit the Ricoh sustainability website for details.



The 2006 Ricoh Sustainable Development Award Winners

Pieter Christiaan Berning Luyt of Harrismith, South Africa received the award for his project on sustainable methods of electricity generation for rural communities.

Dhanur Damodar of Louisville, KY won for his research on the development of a cost-effective natural method of controlling soil erosion that could replace the expensive and potentially dangerous synthetic material now used.

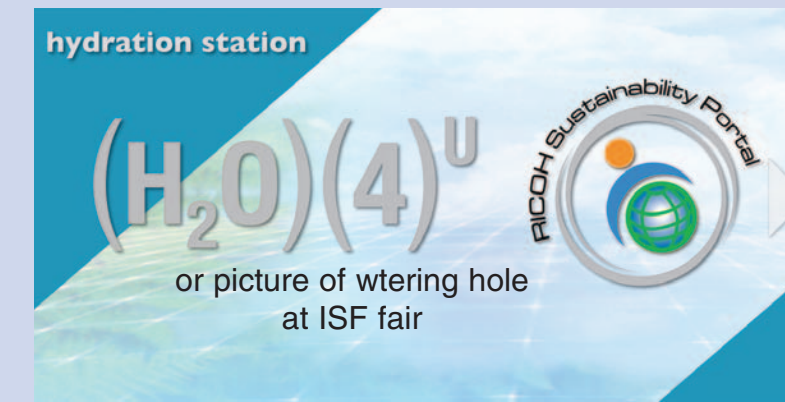


FPO

(H₂O) (4)^U—Message in a Bottle

Realizing the importance of staying well hydrated, Ricoh hit on the idea of setting up a "hydration station" to provide free spring water to all ISEF participants. But this was water with a twist because there was a message in the bottle. BIOTA brand spring water is the world's first beverage packaged in completely compostable Planet Friendly™ bottles, manufactured from a 100% renewable resource, corn!

Ricoh's eco-friendly (H₂O) (4)^U "watering hole" offering free Biota brand bottled water in unique, reusable biodegradable bottles was the surprise hit of the fair.



No Shortcuts

There are no shortcuts to Sustainable Development, but the process has begun and the momentum is building. Businesses are already seeing that their customers are aware of Sustainability issues and are looking to partner with companies who share their concerns for the future.

The whole idea behind Sustainable Development is that sustainable business practices are not just good for people and the planet; they're good for business. By embracing the Sustainable Development philosophy and incorporating its principles into its everyday business practices, Ricoh itself has become a stronger, more sustainable enterprise. By making the business world aware of its deep-rooted commitment to Sustainable Development, Ricoh earns the long-term goodwill of present and future customers as well as the general public. Respect like this is priceless. It cannot be bought. It must be earned. By lending its support to the Intel International Science and Engineering Fair and other programs with similar ideals, Ricoh continues to earn its reputation as a leader in the global effort to make Sustainable Development a reality.

What is Sustainable Development?

Sustainable Development refers to development that meets the needs of the present without compromising the ability of future generation to meet their own needs. It focuses on economic development that goes hand-in-hand with ecological and social integrity. Sustainable Development is less of a program and more of a multifaceted approach to managing environmental, economic, and social resources for the long term. In simplest terms, it means adding some new considerations to everyday decisions. In business, it means "triple bottom line" reporting, melding (1) the financial health of a company with (2) its social and (3) environmental responsibilities.

About Ricoh Corporation

Ricoh Corporation, headquartered in West Caldwell, N.J., is a subsidiary of Ricoh Company Ltd., the 70-year-old leading supplier of office automation equipment and electronics, with fiscal year 2005 sales in excess of \$17 billion, a 5.6 percent increase over the previous year. Ricoh Corporation is a leading provider of document solutions. Ricoh's fully integrated hardware and software products help businesses share information efficiently and effectively by enabling customers to control the input, management and output of documents. Ricoh's line of document management devices include, color and black & white digital imaging systems, facsimile products, printers, scanners, digital duplicators and wide format engineering systems. Additionally, Ricoh offers a wide variety of document and printing solutions directly and through strategic alliances enhancing office productivity and document workflow. Ricoh's document management software enhances workgroup collaboration and offers secure storage, retrieval and sharing of critical information.

Directly or through its subsidiaries, Ricoh Corporation markets and distributes products in North, Central and South America. For fiscal year 2005, Ricoh Corporation sales exceeded \$3.1 billion, an increase of 8.1 percent over the previous year.

Information about Ricoh's complete range of products and services can be accessed on the World Wide Web at <http://www.ricoh-usa.com>.

The Ricoh Sustainability Portal

This year Ricoh viewed its involvement in ISEF as a unique opportunity to educate visitors about the importance of sustainable development and to present concrete examples of how Ricoh and other socially conscious businesses and organizations are making real progress toward building a more sustainable future. To this end, Ricoh created the Ricoh Sustainability Portal – a state-of-the-art, interactive exhibit environment dedicated to building awareness, inspiring action, and accelerating the progress of Sustainable Development initiatives around the world.

Hosted by Maximus Green, a virtual teen-age science fair finalist from The Future, and Angeline-Rose Troy, his reality-based partner, this exhibit focuses on international efforts in the three key arenas of Sustainable Development; People, Planet and Profit. The Portal also showcased Sustainability initiatives by top universities and corporations and provided interactive online access to Sustainable Development resources around the world.

Meet Maximus

Co-hosting the Ricoh Sustainability Portal was a unique, animated character, Maximus Green, a young ISEF finalist from the future who has traveled back in time to thank everyone for their efforts at promoting Sustainability and encourage even greater progress.

Created for Ricoh by the Live-Spark company of Minneapolis, MN (www.live-spark.com) Maximus Green "lived" on a large projection screen near the Ricoh Sustainability Portal booth. Designed in the style of a Japanese "Anime" cartoon character, and brought to life through high-speed animation, Max was able to literally see and interact with his audience in real time. He was operated by a highly skilled hidden performer who both generated his voice and manipulated his actions using various sophisticated control devices.

People-Planet-Profit

Every aspect of the Ricoh Sustainability Portal exhibit resonated with Ricoh's underlying message of balance. Sustainability is all about balancing the needs of today while providing for the needs of tomorrow. It is a three-way balance: social – what people need to live well; environmental – what the planet needs to stay healthy; and economic – what every business needs to keep growing – profitability. Sustainability can only be achieved when these three areas meet and function together in complete balance.

The Comet Circle

The keystone exhibit of the Ricoh Sustainability Portal was Ricoh's Comet Circle Resource Optimization Concept. As a good corporate citizen, Ricoh takes full responsibility for the environmental impact of every product – from design and manufacturing, throughout its useful life as a product, and even after that. The Comet Circle is a practical model the company uses to help it minimize the use of material and energy resources in the design, manufacture and distribution of its products.

Visualizing Sustainability

Among the many resources available to visitors to the Ricoh Sustainability Portal were some truly outstanding film and video presentations including:

The Next Industrial Revolution

A film produced by Earhome Productions to communicate the work and vision of architect William McDonough and chemist Dr. Michael Braungart, two leaders in a growing movement to transform the relationship between commerce and nature. (www.thenextindustrialrevolution.org) .

altPOWER

A video provided courtesy of altPOWER, Inc. (www.altpower.com) and created by DoubleWideMedia (<http://doublewidemedia.com>). DoubleWideMedia also produces SustainabiliTV – a weekly TV show which is multicultural, diverse, and deals with environmentally friendly, sustainable products, services, innovations and stories of ecological enhancement.

Queensbridge Wind Power Project

Ricoh Promotes Sustainability at the 2006 Intel International Science and Engineering Fair

How will future generations rate us as stewards of the planet? Those attending the 2006 Intel International Science and Engineering Fair at the Indiana Convention Center in Indianapolis, Indiana, learned the answer to this and many other questions first hand from a rather unusual source – a virtual visitor from the future.

His name is Maximus Green and he's a high school student participating in a completely different science fair, one that takes place in the year 2036. His project? A time travel device which apparently worked well enough for him to see and speak with visitors to Ricoh's Sustainability Portal, a state-of-the-art interactive exhibit area sponsored by Ricoh as part of its ongoing participation in the ISEF.



Ricoh and ISEF

Ricoh is deeply committed to establishing a sustainable society that can thrive while conserving natural resources and using energy wisely. The company recognizes that for Sustainable Development to be realized new technologies need to be discovered and developed on an ongoing basis. This is why Ricoh supports worldwide efforts to encourage young people to develop their interest, enthusiasm and skills in science and engineering. In 2004 Ricoh reached out to Science Service to offer its support for the Intel ISEF. This led to the establishment of the Ricoh Sustainable Development Award, which was presented for the first time in 2005 at the 56th ISEF in Phoenix, Arizona.

This year Ricoh's involvement in the ISEF continues to grow. The company offered it's support on many levels, all the while promoting awareness of Sustainable Development. Ricoh's participation took many forms:

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Underwriting the Environmental Sciences Award

- Establishment of the Ricoh Sustainability Portal exhibit
- Creation of a permanent online Sustainable Development resource

About ISEF

The Intel International Science and Engineering Fair (Intel ISEF), the world's largest annual pre-college science competition. The Intel ISEF brings together nearly 1,500 students from over 40 nations to compete for \$4 million in scholarships and other awards, including internships and grants for scientific field trips. The International Science and Engineering Fair was founded in 1950, and has been administered since by Science Service, a nonprofit organization dedicated to advancing the understanding and appreciation of science around the globe. Intel began title sponsorship of the ISEF in 1997. Other major sponsors include the Environmental Protection Agency, Merck Research Laboratories, Panasonic, Scientific American, and Science News. The Intel ISEF provides a forum not only for students and teachers to showcase their work, but also for corporations, universities and government agencies to fulfill internal goals of educational outreach for PR value, staff and student recruitment and corporate sales to all levels of government agencies from international to local.

- Sponsorship of a "Shop Talk" discussion
- Provision of all equipment and audio-visual
- Sponsorship of (H₂O) (4)^U, an eco-friendly free Biota brand bottled water in unique, re

RICOH™