RICOH THETA Developers Contest to be Held
Open Contest for App/Gadget Development with Cash Prizes Totaling $42,000

TOKYO, March 31, 2015 — Ricoh will hold the RICOH THETA Developers Contest, an open contest for app and gadget development for the RICOH THETA, a camera that can take 360-degree fully spherical images and videos in one shot. The contest will call for apps and gadgets that would introduce more convenience and additional uses for the RICOH THETA, with an aim to spread the joy of fully spherical scenes, a new world of expressing images, to all users. Cash prizes, including secondary prizes, will total 5 million yen ($42,000), with the winner of the grand prize receiving 1 million yen ($8,300) as well as a secondary prize.

An App category and a Gadget Section will be set up to receive contest applications. Further, the App category will consist of the API (Application Programming Interface) Section and the Utility Section. The API Section will be calling for apps that utilize API for the RICOH THETA, while the Utility Section will invite app entries that work with existing apps without using an API or by using data and operating as a utility. The Gadget Section is awaiting proposals based on open ideas, such as a combination using attachments or peripheral equipment. The entry period will start on April 1 (Wed.) and continue through June 10 (Wed.), with all entries submitted by June 30 (Tues.) to be judged.

This contest will be held jointly with YRP Ubiquitous Networking Laboratory (Director: Ken Sakamura), given that the idea behind RICOH THETA – to grow the product with users and not only to be done by the manufacturer – matched the purpose behind establishing Ubiquitous Networking Laboratory, which was to build ubiquitous computing environments in an open framework.

*JP Yen to US Dollar Conversion at 120 yen/dollar

**<Contest Overview>**

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Ricoh Company, Ltd.</th>
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<tr>
<td>Co-sponsor</td>
<td>YRP Ubiquitous Networking Laboratory</td>
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<tr>
<td>Cooperation</td>
<td>National Museum of Emerging Science and Innovation</td>
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<tr>
<td>Qualifications for application</td>
<td>Only those who meet the requirements for this contest may apply. Anybody can apply, whether as an individual, a team or a corporation. No limitations exist on nationality, age, place of residence, etc.</td>
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<tr>
<td>Ricoh product used</td>
<td>RICOH THETA, RICOH THETA (m15)</td>
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<tr>
<td>Application method</td>
<td>Apply using the application form on the special website during the entry period and submit the work by the deadline for product submission.</td>
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Contest sections: Application (API Section, Utility Section)  
Gadget Section  
*3D model data for the RICOH THETA enclosure will be provided to those who enter the contest.

Judging standards: Entries will be judged comprehensively based on the points below:  
- Whether it is innovative (originality)  
- Whether it represents a vision (promise for the future, can be developed further)  
- Whether it would yield practical benefits

Judges: Ken Sakamura, Professor of Interfaculty Initiative in Information Studies, the University of Tokyo  
Atsushi Ozawa, Principal Investigator(Science Communication), National Museum of Emerging Science and Innovation(Miraikan), Japan  
Ryotaro Muramatsu, CEO/Director, NAKED Inc.  
Dora Tauzin, French Art Journalist  
Shiro Kondo, Chairman of Ricoh

Awards:  
1 Grand Prize: 1 million yen ($8,300) + a secondary prize  
Section Awards: one award each; 500,00yen ($4,200) + a secondary prize  
- Application API Section Award  
- Application Utility Section Award  
- Gadget Section Award  
In addition to the above, a RICOH THETA Award will be presented to exceptional works.  
RICOH THETA Award: five awards: 300,000 yen ($2,500) + a secondary prize  
*Winners will be invited to attend the awards ceremony to be held in Tokyo and take part in the presentation of submitted works.

Schedule (Japan time): Entry period: April 1, 2015 (Wed.) – June 10, 2015 (Wed.)  
Deadline for work submission: June 30, 2015 (Tues.)  
Awards ceremony: August 20, 2015 (Thur.)

Detailed Information: Contest overview, main points for submissions; submitted works, etc.  
RICOH THETA Developers Contest website  

Inquiries: RICOH THETA Developers Contest Office  
YRP Ubiquitous Networking Laboratory  
Email: support@contest.theta360.com

Note: Intellectual property, etc. of the submitted works will remain with applicants.  
Submitted works will not be returned.

*The company names and product names described here are the trade names, trademarks or registered trademarks of each company.
| 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 2,195 billion yen based on the IFRS accounting standard (approx. 21.3 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/)

| About YRP Ubiquitous Networking Laboratory (UNL) |
UNL promotes research and development in ubiquitous computing and IoT (Internet of Things) technology, in which many objects in our surroundings are embedded with small computer nodes with sensors and actuators that communicate with each other and operate in a cooperative manner to offer sophisticated services to human users.

[www.ubin.jp](http://www.ubin.jp)

| About National Museum of Emerging Science and Innovation (Miraikan) |
The National Museum of Emerging Science and Innovation (Miraikan) is a new type of science museum that links people directly with the new wisdom of the 21st century.

At the heart of Miraikan’s activities is the cutting-edge science and technology. This is the *state-of-the-art knowledge and innovation* which Miraikan aims to share with the whole society as part of enriched human culture.

*One of its official partners since October 2006, Ricoh is helping the next generation get acquainted with science and technology.*