

## Ricoh Innovations President and CEO Given 2011 Alumni Achievement Award by Carnegie Mellon University

Dr. Nikhil Balram Appointed in 2011 to Lead Ricoh Innovations, Inc. (RII)



MENLO PARK, CA, Nov 03, 2011 (MARKETWIRE via COMTEX) -- Dr. Nikhil Balram, President and CEO of Ricoh Innovations, Inc. ("RII"), a Silicon Valley-based subsidiary of Ricoh Company, Ltd., recently received a 2011 Alumni Achievement Award for exceptional achievement and leadership from Carnegie Mellon University in Pittsburgh, where he earned his bachelor's, master's and doctoral degrees. The award was presented to Dr. Balram by university president Jared Cohon in an awards ceremony on October 28th.

"His work brought high-end, movie-theater quality video straight to your living room, and his technological achievements have raised the standard and set new global benchmarks for the video electronics industry," lauded the citation from Carnegie Mellon University. It added, "Dr. Balram is an astute entrepreneur, starting businesses from scratch and leading them to significant commercial success." Robert Haefling, president and CEO of Icron Technologies, is quoted in the award as saying, "Dr. Balram is a leader by example who has inspired numerous others to perform to a higher standard."

"I am honored to receive the Alumni Achievement Award," said Dr. Balram. "My success is a testament to the strong foundation provided by Carnegie Mellon University to its graduates." With over 20 years of experience, Dr. Balram is widely hailed throughout the industry and academia as an expert and innovator in video and display technologies across multiple platforms. He also has significant experience in marketing, development of international business, and engineering management, with a particular strength in building and leading consumer IC businesses from concept to widespread market success.

"We congratulate Nikhil Balram on this prestigious award," said Hiroshi Kobayashi, corporate executive vice president of Ricoh Company and chairman of the board of RII. "As a world-leading expert in video and display technologies, Dr. Balram embodies a unique combination of business savvy and technical expertise. Since joining Ricoh Innovations as our new CEO he has been a tremendous asset in leading RII to bring innovative consumer technologies to the IT market."

Dr. Balram has held executive positions at several technology companies, most recently as vice president and general manager of the digital entertainment business unit, which he founded, at Marvell Semiconductor, and chief technology officer of the displays group at National Semiconductor Corporation. Previously, Dr. Balram served as executive vice president and general manager of the consumer products group, which he founded, at Sage, and as vice president of advanced technology at Faroudja Laboratories.

A respected figure in the academic field, Dr. Balram is a visiting professor of vision science at the University of California, Berkeley, a guest professor at the Indian Institute of Technology (IIT) in Gandhinagar, India, and sits on the Industry Advisory Board (IAB) at the School of Engineering at Santa Clara University. He has over 60 U.S. and foreign patents granted or pending, more than 30 technical publications, and has given more than 25 major keynote addresses and seminars at conferences around the world.

About Ricoh Innovations Based in California's Silicon Valley, Ricoh Innovations, Inc. ("RII") develops innovative technologies and new business opportunities for Ricoh. RII was founded in 1997 as a subsidiary of Ricoh, growing out of the California Research Center established in 1989. RII is home to world-class technologists with a broad set of competencies in areas such as intelligent sensors, computational optics, mobile visual communication and cloud-based collaboration. Completing the team are experienced ethnographers with deep insights into user and customer experience, and creative designers with a fundamental understanding of user interfaces and industrial design. RII's focus is to realize The Infinite Network -- RII's vision of a seamlessly connected world of people, objects and information. To learn more about Ricoh Innovations, Inc., visit <http://rii.ricoh.com>.

About Ricoh RII's parent company, Ricoh Company, Ltd., is a 75-year-old leading provider of advanced office technology and innovative document imaging products, services and software, with fiscal year 2010 sales in excess of \$23 billion. With more than 100,000 employees worldwide, Ricoh is also one of the world's leading environmentalist companies, committed to sustainable business everywhere.

About Carnegie Mellon University Carnegie Mellon is a private, internationally ranked research university with programs in areas ranging from science, technology and business, to public policy, the humanities and the fine arts. More than 11,000 students in the university's seven schools and colleges benefit from a small student-to-faculty ratio and an education characterized by its focus on creating and implementing solutions for real problems, interdisciplinary collaboration and innovation. A global university, Carnegie Mellon's main campus in the United States is in Pittsburgh, Pa.