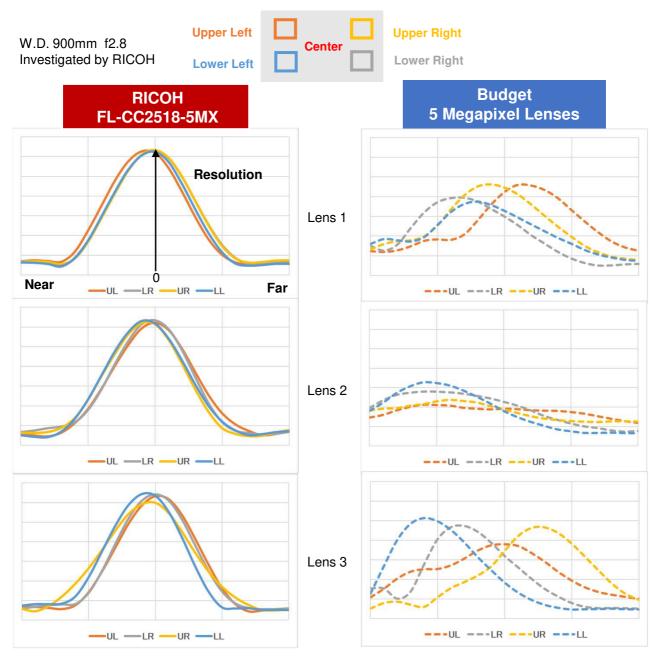
Why Ricoh Lenses are High Quality?

We have established unique inspection standards and introduced lens adjustment technology created by Ricoh, enabling the suppression of variations in individual lens performance.

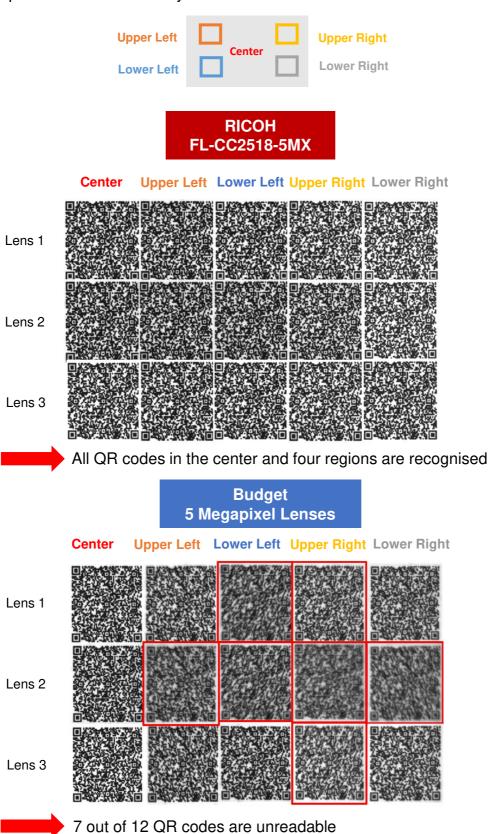
We randomly selected three Ricoh and three of the same budget manufacturer's 5 Megapixel lenses and measured the resolution. The graphs below show how the position of the four region's peak resolution changes when the focus shifts from 'O' (Working Distance 900mm on the central QR Code) towards near or far.



As the graphs show, all the Ricoh lenses provide their peak resolution in the four regions when the central QR code is at the 'O' position, producing a uniform quality with less individual differences. Conversely, the budget manufacturer's 5 Megapixel lens resolutions are lower, with their peak resolutions spread out.

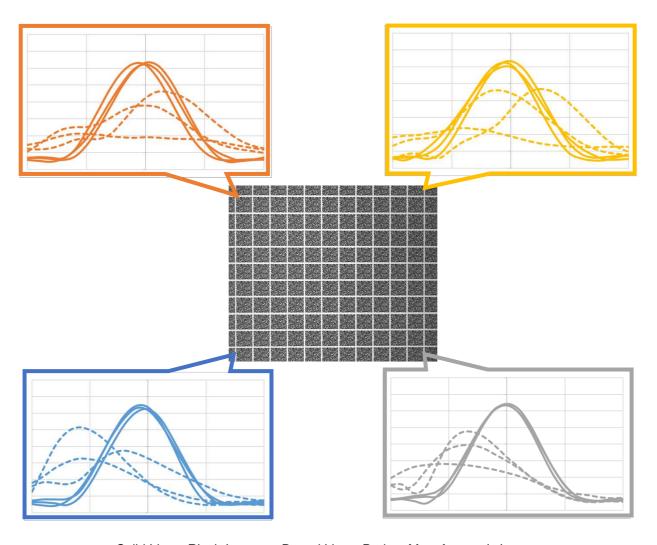
While using these lenses, we also took images of the QR codes. We focused on the QR code in the center, took images and scanned the QR code with software in each region.

Consequently, **All** images of the QR codes taken by the Ricoh lenses are recognised correctly, while only **five** out of the twelve taken by the budget manufacturer's 5 Megapixel lenses are correctly readable.



Here we have consolidated Ricoh's and the budget manufacturer's 5 Megapixel lens's resolution graphs for each location to more readily show the differences.

The budget manufacturer's lens performances are spread out in terms of both resolution and peak positions, whilst Ricoh's lens performance are virtually the same.



Solid Line: Ricoh Lenses Dotted Line: Budget Manufacturer's Lenses

Ricoh lenses assure users of not just high performance but also high_repeatability by way of Ricoh's adjustment and simulation technologies.



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