

**RICOH**  
imagine. change.

# Getting started with RICOH THETA

Easy to Follow Instruction



Have a virtual  
experience  
of being there.



View captured images on a smartphone to  
enjoy the full 360° experience in all directions.



\*To enjoy images taken by RICOH THETA with smartphone, dedicated application is needed.

▲Download the  
dedicated app!



360° horizontally

360° vertically

Expanding

Reducing



What can you do with RICOH THETA? \_\_\_\_\_

**Shoot** Record an entire scene with a single shot.



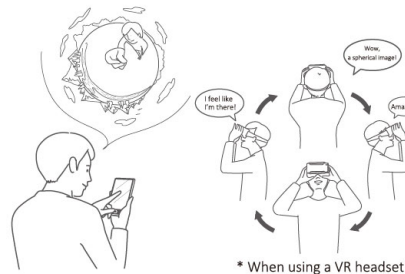
By using the application, RICOH THETA also  
enables shooting using remote control  
or manually.

RICOH THETA technology

Two super-wide-angle lenses  
(fish-eye lenses)  
+  
Real-time image processing technology  
=  
Generating 360° images



**View** By using the application, view a 360° picture or video.



Watch your favorite parts from a  
360° picture or video simply by  
swiping and pinching. With VR headset,  
the image on the display moves in  
step with you.

Basic application



\* When using a VR headset

**Enjoy** Edit in various fun ways and share worldwide.



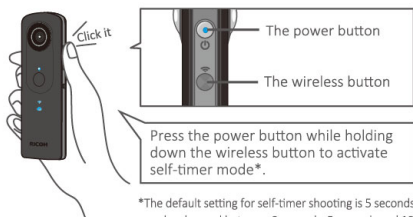
You can use various SNS and email services  
to easily share 360° images with your friends,  
and using the editing app lets you enjoy the  
content in even more ways.

Special editing app



## Taking Still Images

1. Turn the power on.



The power button  
The wireless button

Press the power button while holding down the wireless button to activate self-timer mode\*.

\*The default setting for self-timer shooting is 5 seconds. The setting can be changed between 2 seconds, 5 seconds and 10 seconds using the app.

\*THETA S unit requires an update for this feature.

2. Hold it still and press the shutter button.



Just one shot is enough. No need to think about the camera position.

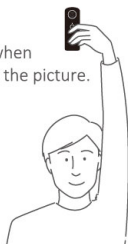
\*Recorded images are stored in the camera's built-in memory.

## Explore Creative Shooting Positions!



It's a good idea to bend your elbow a little when shooting.

Shoot from above your head when you don't want to stand out in the picture.



## Shooting Remotely

\*All of the app screenshots featured in this booklet are from the iOS.

1. Tap the of the basic app and move to remote shooting display.



\*A connection setup is necessary when connecting RICOH THETA to a smartphone for the first time. For connection methods, refer to the "Quick Start Guide" included with the product.  
\*Turn the smartphone's Wi-Fi mode on.

2. Tap to release the shutter.



\*Wi-Fi can be connected up to approx. 10 meters away.

The LIVE view function of the basic application for RICOH THETA S allows a photo to be taken by simulating on a smartphone. (In still image mode)

\*Turn the smartphone's Wi-Fi mode on.

[You can change the shooting mode to make various adjustments including brightness and color hues]



Auto shooting



Shutter Priority



ISO Priority

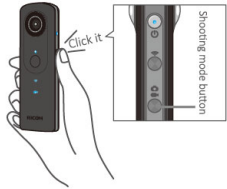


Manual

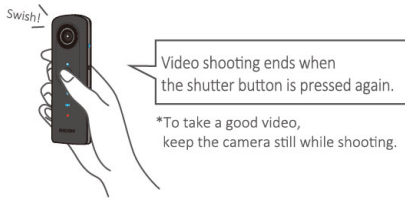


### Shooting Videos

1. Press the shooting mode button and select the video mode.



2. Press the shutter button to start video shooting.



### Taking a Video by Remote Control

1. Tap the of the basic app and move to remote shooting display.

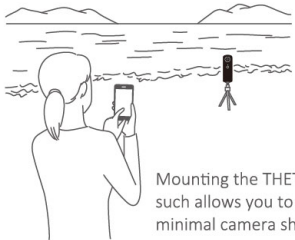


2. Tap to start recording, and tap again to stop.



\*Turn the smartphone's Wi-Fi mode on.

### Fix the THETA in place when shooting!



Mounting the THETA on a tripod or such allows you to shoot video with minimal camera shake.

When taking a video with THETA, minimal shake will allow for natural viewing, even with a VR headset.



### Take natural photos!

Using a tripod and remote shooting allows you to take more appealing photos.



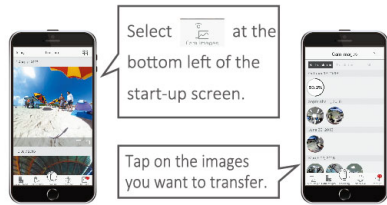
You can use a selfie-stick to take natural photos from your own perspective.



# Still Images and Videos View them now!

## Transferring to a Smartphone

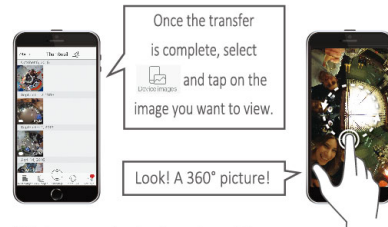
Launch the basic app, select [Cam images] and tap the images you want to transfer.



\*Turn the smartphone's Wi-Fi mode on.

## Viewing on a Smartphone


Select [Device images] and tap on the image you want to view.



\*Pictures can also be viewed on a PC.

\*Once an image has been transferred it is saved.

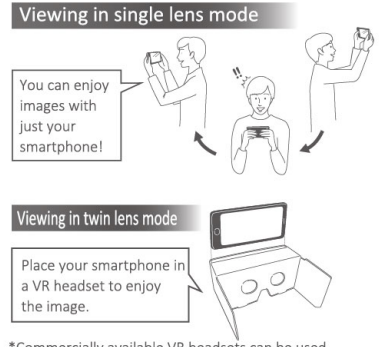
## Viewing in VR

1. Select the image you want to view in the basic app, and tap  at the bottom right of the image. Choose single lens or twin lens.



\*VR viewing may be unavailable on some Android devices.

2. Enjoy virtual experiences with a VR headset



\*Commercially available VR headsets can be used.

\*Consult the instruction manual for each product for information on recommended ages.

## Still Images Enjoy 360° experiences!



Check out a sample here ▼



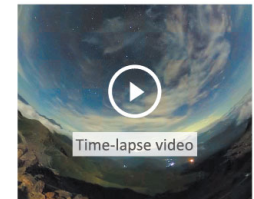
Check out a sample here ▼



## Videos Enjoy 360° experiences!



Check out a sample here ▼



Check out a sample here ▼



## Editing Still Images / Editing Videos

The THETA+ and THETA+ Video smartphone apps are specially designed for editing still images and video, respectively.

As well as editing still images and video in various ways, you can also save them on your smartphone and share them with your friends.

### THETA+ (for still images)

- View (view selection)
- Filters (color tone change)
- Image correction
- Stamp
- Text
- Cropping (cutting out part of the image)
- Time lapse editing
- Sharing

As of February 2017 \*Operation may vary depending on the OS.

### THETA+ Video (for videos)

- View (view selection)
- Filters (color tone change)
- Trimming (cutting video length, adjusting playback speed)
- BGM
- Cropping (cutting out part of the video framing)
- Sharing

As of February 2017 \*Operation may vary depending on the OS.

### Display 360-degree content in various ways

Select from four different views to create images unique to RICOH THETA. \*1



Little planet



Mirror ball

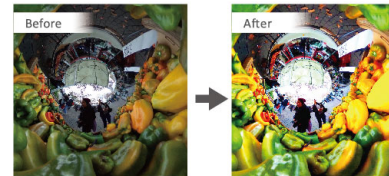


Flat



Straight

### Freely change color hues and brightness



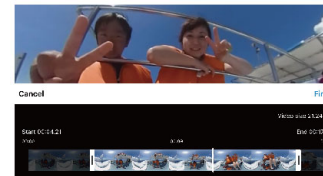
Ten filters are available to change the color tones. Seven types of image correction including exposure, contrast and saturation can also be applied. \*2

### Have fun decorating with stamps and text \*2



Choose from around 100 stamps and enter your own text to decorate your 360-degree images. \*2

### Make changes to videos \*3



You can cut videos down to the desired length and modify the playback speed.

By adding your favorite background music, you can add drama to your movies.

### Create time lapse videos \*2



This mode lets you create 360-degree time lapse videos by combining multiple still images recorded with the interval shooting feature.

### Save your images in two ways: 360-degree image or cropped image

#### 360-degree images

Even after editing, you can spin and rotate the image. If posted to Facebook or YouTube (videos only), the 360-degree content can be experienced in VR using a smartphone.



#### Cropped images

This mode produces unique images cropped onto a flat surface. These images can be posted as-is to many social media sites such as Instagram and LINE.

Choose from seven crop types including square and 16:9. \*2



## Enjoy pictures and videos by sharing

You can easily post to SNS sites such as Twitter and Facebook from the basic app or editing app.



## Using SNS

360° images taken with RICOH THETA can be enjoyed on supported SNS sites.

• Compatible SNS (examples):



### Posting to Facebook

Spherical still images and videos can be posted as-is to Facebook, allowing your friends to view your content in 360°.



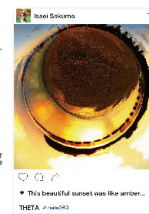
### Posting to Twitter

You can upload content to the Ricoh cloud space (theta360.com) and place a link in a Twitter post. The linked page can be viewed in 360°.



### Posting to Instagram

Using the THETA+ and THETA+ Video editing apps, you can share your proud creations with friends. Posting creative THETA images to Instagram is a popular style!



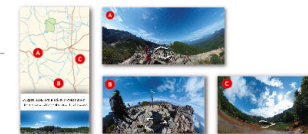
### Posting to YouTube

YouTube supports 360° video. With the YouTube app you can easily share virtual reality experiences in VR view (twin lens).



### Posting to Google Street View

Using the Street View app, you can do everything from shooting THETA images with remote control to uploading 360° images.



\*These are images of submitted pictures.

## Sharing without Posting to SNS

If you upload images to the Ricoh cloud space (theta360.com) without posting to an SNS, you can share the image only with those you send the URL to.

Turn off all SNS selections.



Check the uploaded image.

Send the URL

# Explore Various Shooting Scenarios



Wedding Ceremonies



Time with Family and Friends



We recommend shooting still images or video even on regular days when nothing much is happening.

Even when it's not a particularly special day, photos taken with family serve as a record of precious moments. As time passes, you will look back on unassuming daily moments—of a daughter when she was still a baby, a beloved grandparents, or even your own younger self—and be able to recreate those instances in the vivid detail of a 360-degree virtual experience.

## Learn More

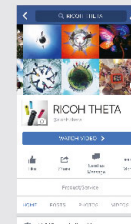
### Go to the Official RICOH THETA accounts

This official account is loaded with information about various 360° works and ways of enjoying RICOH THETA. Follow the account to enjoy RICOH THETA even more.

The RICOH THETA Facebook page offers extensive information including usage tips and stories behind the development of the RICOH THETA.



RICOH THETA



News related to RICOH THETA is distributed.



RICOH THETA official



Filled with RICOH THETA's creative works.



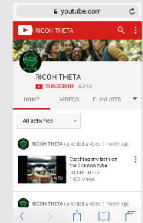
theta360official



Loaded with 360° videos shot using RICOH THETA.



RICOH THETA



### RICOH THETA Official Website – [theta360.com](http://theta360.com)

The official site helps you get even more out of your RICOH THETA with the latest information on RICOH THETA and related apps, a sample gallery that allows you to rotate images, and the cloud space, which allow you to post and share the 360° spherical images you have taken.





## RICOH THETA S

### High-end Model

For capturing a 360° world with amazing beauty



The RICOH THETA S achieves high quality combined with excellent performance. Record a 360° spherical world with exceptional clarity and quality just the way you want, in still images or extended-length movies (up to 25 minutes).

#### High Resolution

- 1/2.3" 12M CMOS sensor x 2 (Output pixel count equivalent to 14M)
- F2.0 lens

#### Full HD video Capture<sup>\*1</sup>

- 30 fps • 25 minutes continuous shooting

#### 360° Live View Shooting<sup>\*2</sup>

#### Long exposure (Maximum 60 seconds)<sup>\*2</sup>

#### Quick start-up in around 1.5 seconds

#### 8 GB Memory

#### Self-timer<sup>\*4</sup>

#### HD Live Streaming<sup>\*3</sup>

#### HDMI Port (Type-D)

#### New Features

#### Multi bracket shooting<sup>\*2, \*4</sup>

#### Interval composite shooting<sup>\*2, \*4</sup>

#### Color temperature specification shots<sup>\*2, \*4</sup>

#### My Settings<sup>\*2, \*4</sup>

## RICOH THETA SC

### Standard-class Model

Enjoy 360° shooting with high performance and ease of use



360° for everyone.

RICOH THETA SC offers viewers a new experience of a 360° spherical world as if they are actually there.

It keeps the high image quality, but better convenience.

#### High Resolution

- 1/2.3" 12M CMOS sensor x 2 (Output pixel count equivalent to 14M)
- F2.0 lens

#### Full HD video Capture<sup>\*1</sup>

- 30 fps • 5 minutes continuous shooting

#### 360° Live View Shooting<sup>\*2</sup>

#### Long exposure (Maximum 60 seconds)<sup>\*2</sup>

#### Quick start-up in around 1.5 seconds

#### 8 GB Memory

#### Self-timer

#### Lightweight at around 102g

#### Four Colors

<sup>\*1</sup>Data is recorded in Full HD (1920 x 1080) resolution, but the resolution of spherical videos when viewed differs depending on the type of display or display magnification.

<sup>\*2</sup>When RICOH THETA S basic app is used <sup>\*3</sup>3 Dual fish-eye output, when connected by USB <sup>\*4</sup>A firmware update is required.

### PC application

PC app for converting, viewing and sharing spherical images shot

Basic app<sup>\*</sup>: Viewing, SNS posting, converting videos, writing with slant top/bottom correction

<sup>\*</sup> Adobe AIR<sup>®</sup> must be installed for use.

Live streaming app: converting live streaming videos



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As of February 2017