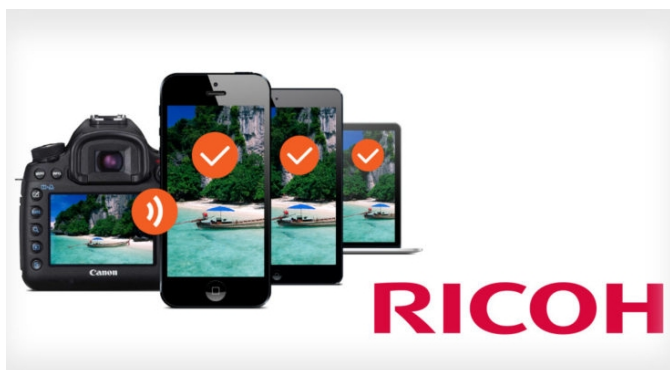


## Ricoh Buys Eyefi Cloud Service

Written by Marco Attard  
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Ricoh acquires Eyefi Cloud, the cloud-based image hosting service owned by Eyefi, maker of the Mobi and Mobi Pro wifi-enabled SD memory cards.



Financial details of the deal are not available. Following the sale Eyefi retains control of the Mobi SD card business.

“This unique blending of technology and expertise creates new opportunities to enhance value for our customers,” a Ricoh email to Eyefi Cloud users reads. “The Eyefi Cloud team will immediately join Ricoh and is excited about bringing even more innovation to our customers around the world.”

Eyefi Cloud is similar to other photo hosting services. It allows photographers to sync and backup photos via to cloud on PCs, Macs, tablets and phones, while offering management, editing and sharing tools. Ricoh insists the sale will not affect the service, and likewise Mobi card users should receive "100% identical Eyefi Cloud support."

Ricoh is the company behind the Pentax DSLRs and the recent Theta 360 camera, and as such its ownership of a photo hosting service makes sense. Thus, one can safely expect future Ricoh cameras to be integrated with the service.

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