



Ricoh announces RICOH LENS A16 for the GXR

The GXR™s first interchangeable unit to combine a telephoto lens with a high performance APS-C size CMOS sensor

Ricoh has announced the release of the RICOH LENS A16 24-85mm F3.5-5.5, a new camera unit exclusively for the GXR interchangeable camera system.

Featuring a newly developed 24-85mm 3.5x optical wide angle zoom lens, a 16 megapixel APS-C size CMOS sensor and Ricohs Smooth Imaging Engine IV, the RICOH LENS A16 provides high image quality, greater power of expression and increased flexibility in shooting.

Ensuring photographers can capture a diverse range of scenes from landscape photos to snapshots and portraits the new unit produces clear, sharp results from wide-angle to medium telephoto. Equipped with the 16 megapixel APS-C sensor, the unit delivers vividly detailed images from edge to edge.

RICOH LENS A16 also features a new Dynamic Range Compensation function, which reduces overexposure of highlights and underexposure of dark areas. This makes it possible to achieve images which match those seen by the naked eye when shooting subjects in backlit and high-contrast scenes which could not otherwise be handled with exposure compensation.

The GXRs superior operability and portability has been further enhanced with the RICOH LENS A16s new electronic level indicator, which now detects both horizontal and front-back tilting. A convenient keep shooting conditions mode also debuts, allowing the photographer to continue shooting with the same settings such as focus, aperture, shutter speed, ISO and white balance.

RICOH LENS A16 also introduces some new shooting functions and scene modes, improving the power of expression in photography which has become the hallmark of the GXR series. New modes include Cross Process, High Contrast Black and White, Bulb shooting and ISO sensitivity setting interval.

About the Ricoh GXR

Introduced in December 2009, the GXR is a revolutionary interchangeable unit camera system in which lenses can be changed by mounting camera units that integrate lens, image sensor, and image processing engine into a single unit.

In addition to the RICOH LENS A16, five interchangeable camera units are currently available for the GXR system:

1. GR LENS A12 50mm F2.5 MACRO
2. RICOH LENS S10 24-72mm F2.5-4.4 VC
3. RICOH LENS P10 28-300 mm F3.5-5.6 VC
4. GR LENS A12 28mm F2.5
5. GXR MOUNT A12 (M Mount)

Availability and pricing

The RICOH LENS A16 will be available in Australia from selected camera specialists from late March 2012.

GXR + RICOH LENS A16 - RRP AU\$999

RICOH LENS A16 (unit only) RRP AU\$799

For customer enquiries contact Ricohs Australian distributor, CR Kennedy on 03 9823 1555 or visit www.ricohcameras.com.au

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Main features of RICOH LENS A16 24-85mm F3.5-5.5

1. Newly developed 24-85 mm wide-angle zoom lens with an APS-C size CMOS sensor with approximately 16.20 million pixels

This newly developed lens features a 9-group, 11-element configuration. The utilisation of three double-sided aspherical lenses as well as high-refraction lenses effectively reduces various types of distortion across the entire zoom range. The result is high resolution and imaging power from edge to edge.

The configuration of nine rounded aperture blades enables both highly precise aperture settings and beautiful bokeh.

This camera unit features a 23.6 mm x 15.7 mm (APS-C size) 16M CMOS sensor. In combination with the image processing engine Smooth Imaging Engine IV, this image sensor makes it possible to shoot high-quality images with smooth tonal gradations as well as low noise and high-resolution.

2. Diverse shooting functions and high operability

Dynamic range compensation reduces overexposure of highlights and underexposure of dark areas. For backlit and high-contrast scenes that cannot be handled with exposure compensation, doing the dynamic range compensation in specific portions of the image makes it possible to shoot the subject at a brightness level close to that seen by the naked eye.

ISO sensitivity can be set in 1EV or 1/3EV steps.

With the new ISO bracketing function, the photographer can shoot and record three images with different ISO sensitivities.

When the new function for maintaining the same shooting settings is set on, by keeping the shutter release button pressed halfway after taking a picture, the photographer can continue to shoot with the same settings (focus, exposure, white balance, etc.).

The function for recording a JPEG image simultaneously with the RAW image has been expanded so that it is now possible to record only the RAW image. This is suitable for a work flow based on the premise that image finishing is to be done on a PC after shooting. Since a JPEG file is not simultaneously recorded, this option is also useful when the photographer wants to increase the number of images which can be recorded on the memory card.

It is now possible to turn ON/OFF the white saturation display that shows areas where bright portions will be rendered white and where colour shade gradations will be lost.

The tilt indicator function has been enhanced. In addition to the conventional horizontal indicator, this function can now also detect camera movement direction tilting.

Copyright information such as the photographers name can be entered and written to the image Exif data. The recorded information can be checked on the playback screen detailed information display.³ Highly precise focusing possible

For the AF area size for spot AF, either normal or pinpoint can be selected.

A focus-assist function has been included in an effort to raise the accuracy of manual focusing. The photographer can select from two modes and check the focus by strengthening outlines and contrast.

The shooting screen can be magnified for convenience in focusing. The magnified area can be displayed in the centre or across the entire screen. In addition, the image quality for 4x and 8x magnification has been further enhanced. The area to be magnified can be moved using the direction pad. ⁴

The power of expression that is a hallmark of the GXR series

Picture settings for image quality and colour can be customised with nine levels for easy creation of a diverse range of images.

My Settings enables the settings for a wide range of shooting functions to be recorded in advance and specified in an instant when needed. For the setting storage, now six patterns can be stored in the bodys My Settings Box and six patterns can be stored in the SD card. This expands the world of photo expression by enabling GXR users to exchange their shooting settings.

B (bulb) and T (time) can now be selected as the shutter speed in manual exposure mode. With B, the exposure continues while the shutter release button is pressed, and with T, the shutter release button is pressed to start and end the exposure. For both, the exposure is forcibly ended when 180 seconds have elapsed.

New scene mode options have been added for the easy enjoyment of a wide range of photo expression. The five new options are soft focus, cross process, toy camera, miniaturise, and high contrast B&W. The photographer can create a unique image by just pressing the shutter release button.

An image flag function has been added to enable the quick display of specific images from among those in the camera. Up to 20 images can be flagged.

It is possible to shoot 1280 x 720 pixel HD movies.* Note: When shooting movies of 1280 x 720 size, the use of an SD/SDHC memory card with an SD speed class of Class 6 or higher is recommended.

5. New options added

A newly designed lens hood (LH-2) especially for this camera unit.

A lens cap (LC-3) that opens and closes simultaneously with the movement of the lens. It does not need to be removed when shooting.

A wrapping sheet (WS-1) that can wrap the GXR when the camera unit, external viewfinder, and other options are attached.* All of the focal lengths in this release are converted to the equivalent values for a 35 mm film camera.

MEDIA NOTE: View the image gallery at: <http://www.flickr.com/photos/writeaway/sets/72157629139075367/>

Contacts

Corrina Anderson

02 9978 1400

mailto: corrina@writeaway.com.au

Danielle Reckless

02 9978 1400

mailto: danielle@writeaway.com.au