



## Ricoh scoops the pool at the 2009 Camera Magazine Imaging Awards

Ricoh takes out both digital compact camera categories with the CX2 named 'Consumer Compact Camera of the Year' and the GR Digital III winning 'Enthusiast Compact Camera of the Year'

Ricoh's highly acclaimed CX2 and GR Digital III have been recognised as the best digital compact cameras in their class at this year's Camera Magazine Imaging Awards. For the first time, Camera Magazine has awarded both digital compact camera awards to the same manufacturer, with the CX2 taking the gong in the consumer digital compact camera category and the GR Digital III winning recognition as the best enthusiast digital compact camera. Launched in August, the CX2 caught the judges' attention for its image quality including great colour, superb detailing and the best low noise characteristics available. In such a fiercely contested category, Ricoh has led the way by abandoning the pixel race, instead focussing on imaging performance with a high-speed 9MP CMOS sensor and innovative features such as a dynamic range double shot mode and multi-pattern auto white balance. In the enthusiast digital compact camera category the GR Digital III was recognised for its D-SLR levels of manual control. With a range of competitors all releasing enthusiast compacts this year, the GR Digital III - which features a super-fast f1.9 prime lens and a full set of PASM modes - was recognised ahead of the Canon PowerShot G11, Sigmas DP2 and Panasonic's Lumix LX3. According to Camera Magazine it was a particularly good year for Ricoh which really confirmed its position in the market as the purveyor of compact cameras for the discerning photographer. The awards will be presented to Ricoh at their head office in Japan on November 10 by Camera magazine editor, Paul Burrows.

We're delighted to win both compact camera categories this year, said Martin Shock, Assistant Manager, Sales & Marketing, Ricoh Asia Pacific Operations. Ricoh is a company that has built a strong reputation among photographers thanks to our enthusiasm for photography and genuine commitment to innovation. We strive to provide our customers with the best technology and features, and it is this dedication that has been acknowledged by Camera magazine. We're proud to be recognised as leaders in our field. Ricoh photographic products are sold through more than 1500 outlets nationally, including leading camera specialists and electronics retailers. For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit [www.tasco.com.au](http://www.tasco.com.au). MEDIA NOTE - for further information, high res images and review requests please contact: Corrina Frankham or Kristine Snell

Write Away Communication + Events

Phone: (02) 9978 1400

Email: [corrina@writeaway.com.au](mailto:corrina@writeaway.com.au); [kristine@writeaway.com.au](mailto:kristine@writeaway.com.au)

### Contacts

Corrina Frankham

+61 2 9978 1410

[mailto: corrina@writeaway.com.au](mailto:corrina@writeaway.com.au)

Kristine Snell

+61 2 9978 1400

[mailto: kristine@writeaway.com.au](mailto:kristine@writeaway.com.au)