

Capture all the action with Ricoh's new adventure-proof PX Series

Waterproof, shockproof and impermeable to dust, dirt and sand, Ricoh's PX promises fun, hassle-free photography in any environment

9 June 2011: Adding everyday toughness to its digital compact camera range, Ricoh has today launched the all new waterproof and shockproof PX. Ready for anything outdoor-loving Australians can throw at it, the PX partners the latest photo-taking technologies with intuitive operation and rugged features. Waterproof to 3 metres, shockproof for falls up to 1.5 metres and impermeable to dust, dirt and sand, it promises fun, hassle-free photography in any environment. In the pursuit for durability, image quality has not been forgotten. The PX combines a responsive 16 megapixel CCD sensor with the Smooth Imaging Engine IV and a 5x optical wide zoom lens (28mm-140mm) to deliver natural images, even in challenging low light conditions. With the help of innovative new Super Resolution Technology - which works by effectively discerning a subject's many outlines, textures and gradations, then processing the image based on the optimal settings for each - the PX's telephoto range can be extended even further to a focal length of 280mm (10x optical zoom equivalent) with almost no drop in image quality. To capture all the action, the camera springs to life within just 1.4 seconds and features a range of settings that can spontaneously adapt to the subject including auto scene selection, subject-tracking auto-focus and face-priority multi auto-focus. Staying true to its Ricoh heritage, the PX exhibits many of the same attributes that has seen Ricoh's CX Series be named Consumer Compact Camera of the Year for the last two consecutive years*. Popular creative shooting modes such as miniaturise, high contrast black-and-white, soft focus and toy camera feature alongside more than 20 other shooting modes including beach, snow, party, cooking and night scene. With so many to choose from, users can also customise a 'my modes' menu for quick access to their favourite settings. The PX ensures snapping stunning images is as easy as A B C. Specially designed for intuitive operation, the camera features easy to navigate menus, an independent lever-style flash dial and one-touch underwater movie recording. While built to be tough, this stylish compact is a far cry from the usual sports utility. Available in black, silver and green, the PX can be further personalised through the addition of a range of vibrantly coloured protective silicon sleeves. Meanwhile, the camera's fully flat design and 2.7" scratch-resistant LCD screen means it can be carelessly thrown into a backpack, pocket or handbag without fear of lens damage. The new Ricoh PX will be available in leading camera and electronics retailers from late June 2011. RRP \$299 Protective jacket PJ-1 (option) available in five colours: yellow, pink, blue, brown and white. Neck Strap ST-4 (option) available in five colours: black, pink, blue, green and brown. For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit www.ricohcameras.com.au Become a fan of Ricoh Cameras on Facebook: www.facebook.com/RicohCamerasAus Follow Ricoh Cameras on Twitter: www.twitter.com/RicohCamerasAus* The Ricoh CX2 and CX4 cameras were named Consumer Compact Camera of the Year by Australia's Camera Magazine in both 2009-2010 and 2010-2011 MEDIA NOTE: View and download images from the Flickr gallery at: <http://www.flickr.com/photos/writeaway/sets/72157626919320092/>

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