

# New firmware update for Ricoh's interchangeable GXR camera system

Ricoh has released the second function-enhancing firmware update for its innovative GXR camera system.

The GXR is an interchangeable unit camera system in which lenses are changed by using a slide-in mount system to attach camera units to the body. In a world-first design, the lens, image sensor and image processing engine are integrated into the camera units so the body itself does not contain an image sensor. Four interchangeable camera units are currently available for the GXR and more options are on the way including a new lens mount which will further increase the system's versatility. The enhanced functions include: (1) Addition of "Screen Magnification Position Movement" when shooting. The magnification position of the shooting screen display can now be moved together with the AF/AE target movement or macro target movement. Supported in both auto focus and manual focus modes. (Macro target movement is only supported on units equipped with macro mode.) (2) Addition of three handy magnification ratios for the focus check function. You can select the magnification ratio from 2:1, 4:1, and 8:1 in the shooting screen. Additionally, you can register the magnification function to the Fn1 or Fn2 key. (3) Addition of "spot AF, macro AF area selection" You can choose from normal or pinpoint AF area size when Spot AF is selected or when shooting in macro mode. (Only spot AF is available when GR LENS A12 50mm F2.5 MACRO or GR LENS A12 28mm F2.5 is used.) (4) Addition of "ADJ key and Fn key registration function" when changing the aspect ratio. You can now register the aspect ratio change function to the ADJ, Fn1 and Fn2 keys. (5) Addition of "key custom setting initialisation" function. Key custom settings can be returned to their initial values. (6) Addition of "My Setting delete" function. You can return the registered settings in the My Settings BOX and mode dial to the initial values. (7) Addition of "Shutter half-press confirm" function in the DIRECT screen. You can confirm setting changes in the DIRECT screen by half-pressing the shutter. (8) Exif2.3 support. Exif2.3 is now supported. (9) Addition of "Noise Reduction AUTO". You can now automatically adjust the noise reduction effects on the camera using the AUTO function. (10) Macro AF Distance Limitation. When macro shooting using the GR LENS A12 50mm F2.5 MACRO, you can now select the shooting distance (distance within which the auto focus can focus) from 7-14cm or 12-30cm to provide overlapping distance ranges. (11) AF Acceleration. The auto focus control drive system has been improved and accelerated. In association with this change, the AF mode (QK-AF and FR-AF selection mode) in the set up menu has been deleted. (When GR LENS A12 50mm F2.5 MACRO is used) Ricoh's function enhancing firmware updates are developed in response to opinions and requests received from a large number of customers via surveys submitted at customer registration time and other channels. This second update enables customers who already own a GXR to update their firmware to include the latest functions, thus making it possible for them to enhance the performance and usability of their cameras by adding new function and settings. The function-enhancing firmware and instructions for using these functions can be downloaded free of charge from the Ricoh website: [http://www.ricoh.com/r\\_dc/gxr/firmware.html](http://www.ricoh.com/r_dc/gxr/firmware.html) For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit [www.ricohcameras.com.au](http://www.ricohcameras.com.au) MEDIA NOTE: For further information, high res images and review requests please contact: Corrina Anderson and Danielle Reckless Write Away Communication + Events Phone: (02) 9978 1400; Email: [corrina@writeaway.com.au](mailto:corrina@writeaway.com.au); [danielle@writeaway.com.au](mailto:danielle@writeaway.com.au)

## Contacts

Corrina Anderson  
(02) 9978 1400  
[mailto: corrina@writeaway.com.au](mailto:corrina@writeaway.com.au)  
Danielle Reckless  
(02) 9978 1400  
[mailto: danielle@writeaway.com.au](mailto:danielle@writeaway.com.au)