

# Ricoh announces development of Leica lens mount for the interchangeable GXR

Due for Australian release in spring 2011, the newly developed lens mount further expands the versatility of Ricoh's interchangeable compact camera system

Tokyo, Japan, February 1, 2011: Ricoh has announced the development of a Leica-compatible lens mount for its interchangeable compact camera system, the GXR.

Setting it apart from other interchangeable lens cameras, the GXR utilises an innovative slide-in mount system to attach units which integrate lens, image sensor and image processing engine. The key advantage of this world-first design is a more finely tuned relationship between lens and sensor, resulting in image quality one would expect from a DSLR. In 2010 the GXR was named 'Innovative Imaging Product of the Year' by Australian Camera Magazine.

In addition to the lens mount being announced today, there are four existing camera units available for the GXR. Today's news further expands the versatility of the GXR system.

Development model name: GXR Lens Mount Unit

- With this lens mount unit, photographers can mount lenses such as Leica M lenses and use them for shooting with the GXR.
- The lens mount unit is being designed to make the best use of the optical characteristics of the lenses mounted. It will have as its image sensor a 23.6 mm x 15.7 mm (APS-C size; total pixels: approx. 12.90 million) CMOS sensor, and it will also feature a newly developed focal plane shutter.
- Australian release is planned for spring 2011. Pricing will be confirmed closer to release date.

There are plans to display a design mock-up of the GXR lens mount unit at the CP+ CAMERA & PHOTO IMAGING SHOW to be held from February 9 to 12 at Pacifico Yokohama, Japan.

\*The development model name, specs, and introduction timing indicated above are subject to change.

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