

A camera kit that includes the GXR and RICOH LENS S10 24-72mm F.2.5-4.4 VC*

Ricoh has announced the release of the new GXR+S10 Kit, a camera kit that combines the GXR body and the RICOH LENS S10 camera unit featuring a high-performance 24–72mm 3x wide-angle zoom lens. The GXR+S10 Kit is the second GXR and camera unit kit product, following the popular GXR+P10 Kit, which is already on sale. As GXR basic kits, these two kits can be used as is immediately upon purchase so they make it easier for a wider range of customers to buy and use the GXR. Available from selected camera specialists, the Ricoh GXR+S10 Kit will retail for RRP AU\$849. Compared to buying the GXR body and camera unit separately, this represents a significant saving of AU\$299. Optional add-ons include an electronic viewfinder, external flash, teleconversion lens and self-retaining lens cap, among others. About the Ricoh GXR 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. The GXR represents a further evolution of Ricoh's award-winning GR Digital and GX compact digital cameras. Like its predecessors, the GXR offers an irresistible combination - the superior image quality and advanced manual control of a SLR, with the pocketability and handling of a compact. With the innovative slide-in mount structure, camera unit changes are as quick and easy as changing a memory card. To fully utilise this system's unique ability to accommodate interchangeable units other than camera units, Ricoh is investigating possibilities for the development of a variety of devices, such as storage, printers and projectors. Three camera units are currently available. A fourth unit featuring a 28mm fixed-focal-length GR lens and APS-C size CMOS sensor is scheduled for release in late 2010. For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit www.tasco.com.au*The "VC" designation indicates that this unit utilises a Vibration Correction function developed independently by Ricoh.

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