

## Ricoh announces RICOH LENS P10 28-300 mm F3.5-5.6 VC

A new GXR camera unit with a 10.7x optical zoom lens (28-300 mm) and RAW high-speed continuous shooting at up to 5 frames per second

Ricoh has today confirmed a third interchangeable unit for its revolutionary GXR camera system will be available to Australian customers from June 2010. Incorporating a 10.7x optical zoom lens, a back-illuminated CMOS sensor and a newly developed noise reduction function, the RICOH LENS P10 unit offers 28-300mm wide angle shooting and continuous shooting speeds of up to 5 frames per second when shooting in RAW. The back-illuminated CMOS sensor serves as the eye of P10. Using an innovative structure to more efficiently capture light coming through the lens, this sensor greatly increases sensitivity while also reducing noise. When combined with a new noise reduction function which enables the photographer to specify the level of correction, night and indoor scenes can be recreated with smooth tonal gradations and vivid colours. To further improve performance in varied lighting conditions – those combining light and shade - the P10 unit also incorporates the acclaimed dynamic range double shot and multi-pattern auto white balance modes as offered by Ricoh's award-winning CX series of compact digital cameras. However, while the P10 unit borrows these features, it goes a step further by handing photographers complete control through options such as aperture priority AE, shutter priority AE, program shift mode, flash synchro settings as well as the ability to shoot in RAW. Advanced focus functions include Pre-AF, Multi-target AF and 'full press snap' whereby focus is automatically locked on subjects at a distance predetermined by the photographer, without the need for a half-press. Ricoh has also made an effort to increase shooting options with the addition of a 1280 x 720 pixel HD movie function. Adding to its cinematic appeal, the P10 offers a number of aspect ratios including 16:9 which creates images in a size that delivers maximum impact on a wide-screen television. The P10 unit also offers photographers the opportunity to get up close with their subject with a macro function capable of shooting at distances as little as 1cm. Available from selected camera specialists from mid-June 2010, the RICOH LENS P10 28-300 mm F3.5-5.6 VC\* is expected to retail for RRP \$499. Options include a soft case and a self-retaining lens cap. A GXR P10 Kit including the GXR camera body and P10 interchangeable camera unit will also be available for RRP \$749, representing a significant saving of \$449.\*The "VC" designation indicates that this unit utilises a Vibration Correction function developed independently by Ricoh.

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. When released in December 2009, it was the world's smallest and lightest interchangeable lens camera. 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. A fourth interchangeable camera 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](http://www.tasco.com.au) Media note: For high res images and review requests please contact Write Away Communication + Events View the product image gallery at [www.flickr.com/photos/writeaway/sets/72157624009348820/](http://www.flickr.com/photos/writeaway/sets/72157624009348820/) View sample photography at: [www.flickr.com/photos/writeaway/sets/72157624009351310/](http://www.flickr.com/photos/writeaway/sets/72157624009351310/)

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