

Ricoh expands the creativity and useability of the GR DIGITAL III

A third function-enhancing firmware update becomes available from the Ricoh website today

Ricoh has announced the release of the third function-enhancing firmware update for its award-winning GR DIGITAL III. Available from October 8, the update includes new shooting modes to increase the creative functions of the camera as well as a number of new settings designed to enhance useability. The addition of a High Contrast Black and White shooting mode to the GR DIGITAL III makes it possible to produce classic images with a grainy feel such as that created by using ultra-high-sensitivity film in a film camera or by push processing film at the development stage. Providing further opportunity for photographer experimentation, a new Cross Process shooting mode enables users to capture images with colours that differ markedly from those in normal photographs. Heavy colour shifts can be created by choosing a colour scheme (basic, magenta, or yellow) and by adjusting the vignetting and contrast. This latest firmware update also sees a number of enhancements made to existing functions. A new 'My Setting' delete function allows users to delete their personalised settings registered for the mode dial and My Setting Box, while a new key custom setting initialisation function allows customised camera settings such as those allocated to the Fn button and ADJ. lever to be restored to factory default settings. Finally, Ricoh has made improvements to the GR DIGITAL III's screen magnification ratio (MF) function. Photographers can now change the screen display to magnification ratio of 4:1 (currently 2:1) when using manual focus. 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. These updates enable customers who already own a GR DIGITAL III to update their firmware to include the latest functions, therefore making it possible for them to enhance the performance of their cameras by adding new function and setting possibilities. Released in August 2009, the GR DIGITAL III features a F1.9 28mm fixed lens teamed with a high sensitivity 10 megapixel CCD sensor. In 2009 it was named enthusiast compact camera of the year by Australia's Camera magazine. In October 2010, Ricoh celebrates the fifth anniversary of the GR Digital. The function-enhancing firmware and instructions for using these functions can be downloaded free of charge from the Ricoh website. For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit 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; danielle@writeaway.com.au

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