

Ricoh named best consumer compact and most innovative at the 2010-2011 Camera Magazine Imaging Awards

Ricoh's CX4 and interchangeable GXR cameras win big

Sydney, Australia, 2 November 2010: Ricoh's acclaimed CX4 and GXR digital cameras have earned prestigious honours at this year's Camera Magazine Imaging Awards. For the second consecutive year, Ricoh's CX series has taken out the 'consumer compact camera of the year' category, while the interchangeable GXR won recognition as the 'innovative imaging product of the year'. Launched in August 2010, the CX4 caught the judges' attention for achieving the perfect balance between performance and overall ease of use. In the fiercely competitive consumer compact camera category, Ricoh's only contender led the way by offering a "no-nonsense, results-come-first design" which delivered unparalleled image quality through advanced technologies such as pixel output interpolation, a high speed back-illuminated CMOS sensor and improvements to its auto focus and image stabilisation systems. The Ricoh CX2 took out the same category in 2009. "It's easy to be seduced by the sexiness of some other compact DSC designs, but in the end it's still all about taking pictures and here the Ricoh CX4 was unbeatable." – Camera

In the 'innovative imaging product of the year' category, Ricoh was recognised for its interchangeable camera system, the GXR. In a world-first design, lens, image sensor and image processing engine are integrated into interchangeable camera units which slide effortlessly into the GXR's camera body. While a key benefit of this design is the finely tuned relationship between lens and sensor, the unique design also enables the system to evolve in line with advances in digital camera technology. The judges were impressed by the system's flexibility and excited about the possibilities it offered. "Truly clever ideas don't come along all that often and they really require some seriously inventive thinking which is undoubtedly what happened with Ricoh's GXR... Ricoh is really only limited by its imagination here." – Camera

The awards will be presented at a ceremony in Sydney on November 17, by Camera magazine editor, Paul Burrows. "We're delighted to win both the consumer compact and innovative categories at this year's Camera Magazine Imaging Awards," said Martin Shock, Sales & Marketing Manager, Ricoh Asia Pacific Operations. "In a year where many camera manufacturers pushed the boundaries of digital camera design and performance, Ricoh's unique take on the interchangeable lens compact camera, the GXR, stood out as the most innovative. "Ricoh has built a strong reputation thanks to our enthusiasm for photography and our genuine commitment to innovation and we are proud to have cemented our position as the compact camera brand of choice for discerning photographers." Held annually, the Camera Magazine Imaging Awards have been running for 25 years and are Australia's only awards for design innovation in imaging products. Edited by Paul Burrows and published bi-monthly, Camera magazine is Australia's best resource for authoritative, entertaining information on all aspects of photography. Website: <http://www.avhub.com.au/camera>

Ricoh photographic products are sold through more than 1500 outlets nationally, including leading camera specialists and electronics retailers. For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit <http://www.ricohcameras.com.au>

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