

Ricoh zooms in with new Super-Resolution technology

Ricoh has launched the CX5 digital compact camera, the latest model in its award-winning series. A faster auto focus system, newly developed super-resolution technology plus a range of clever scene modes have been added to deliver Ricoh's quickest, highest performing and most versatile CX camera yet. Achieving break-neck auto focus (AF) speeds - two times faster than its predecessor - the CX5 features a unique new hybrid auto focus system. Many long zoom compacts struggle to find sharp focus quickly. Through harnessing this innovation Ricoh has been able to reach AF speeds of just 0.2 seconds, maintaining this speed throughout the entire range of its 10.7x wide zoom lens (28-300mm). When used in combination with the subject-tracking AF system introduced by the CX4, even moving scenes are no challenge. Whether at a sporting match, wildlife watching or just capturing the kids at play, the CX5 won't miss the shot. Ricoh's new super-resolution technology delivers photos which are bursting in rich detail by automatically discerning a subject's many outlines, textures and gradations, then processing the image based on the optimal settings for each. The level of super-resolution (SR) can be set to off, weak or strong, allowing the photographer to control the image's sharpness. This image processing technology is further utilised by the CX5's super-resolution zoom, which allows telephoto shooting to be extended to 600mm (21.4x optical zoom equivalent) with minimal impact on image quality. To achieve even higher magnification, combining the SR zoom with the camera's 4.8x digital zoom extends the telephoto range to 2880mm equivalent - a handy feature for close-ups of flowers and insects as well as long range shots of far away scenes. New food, fireworks and golf swing scene modes round out the CX5's other new features, giving photographers easy access to clever shooting techniques specifically adapted for different subjects. Budding restaurant reviewers, food bloggers and cooking enthusiasts will enjoy the Food mode which automatically switches the camera lens into macro mode and enables the brightness and colour tone of the scene to be adjusted in live time while setting up the shot through the LCD monitor. For the frustrated golfer or faithful caddy, the clever Golf Swing Continuous Mode makes good use of the CX5's super high-speed continuous shooting ability. Taking up to 13 continuous motion shots, this mode displays both horizontal and vertical gridlines during shooting and playback to review and analyse a golf swing. Finally, Ricoh has taken the guesswork out of capturing all the colour and action of Fireworks as they explode against a night sky by adding a scene mode which automatically chooses a longer exposure of up to four seconds and disables the flash. Making transferring and storing photos even easier, the CX5 is Ricoh's first EyeFi compatible camera. EyeFi is a new type of SD card built on WiFi connectivity which allows photos to be uploaded straight to a PC without cables. When out and about, photos can also be uploaded and stored in the EyeFi cloud. From there, they can be automatically added to favourite social networking sites such as Facebook or Flickr. The CX5 also features a new HDMI port, allowing images and 1280x720 pixel movies to be displayed on any HD television or computer monitor straight from the camera. Other popular CX Series features to be found in the CX5 include:- Back-illuminated 10 megapixel CMOS sensor -using a revolutionary structure to more efficiently capture light coming through the lens, this high-speed high-sensitivity sensor delivers better image quality and faster operational speeds than a CCD sensor of the same size. Processing more detail in both lowlights and highlights, high contrast scenes are faithfully reproduced as they appear to the naked eye.- Image Stabilisation Technology - ensures crisp, clear photos whether shooting under dim indoor lighting or while using the 10.7x wide angle zoom lens, reducing blur by an average of about 3.7 shutter-speed stops;- Multi-pattern Auto White Balance - normally reserved for digital SLR cameras, this feature breaks an image into 864 segregated areas and sets an individual white balance to suit the light source of each. Even in scenes that mix shadows with sunlight, colour tones appear natural and well balanced across the entire image.- Advanced Macro Mode - take photos as close as 1cm or at distances as close as 28cm when the camera is zoomed all the way in;- Scene Auto Mode - for ultimate point-and-shoot ease, simply point the camera at the subject and the camera optimises settings for best results;- Creative Shooting Modes - including miniaturise, soft focus, cross process, toy camera, high contrast black-and-white and dynamic range double shot;- High Speed Continuous Shooting - high burst rate of 5 frames per second shooting at maximum pixel size;- A high definition 920,000-dot, 3.0-inch high resolution LCD monitor featuring an anti-reflection coating to ensure clear visibility even in bright sunlight; Twice named Consumer Compact Camera of the Year by Australia's Camera Magazine (2009-2010, 2010/2011), the Ricoh CX Series is available from leading camera and electronics retailers. The CX5 will arrive in stores from late February and comes in black, spearmint and rose. RRP \$399. For customer enquiries contact Ricoh's Australian distributor, Tasco on 02 9938 3244 or visit www.ricohcameras.com.au Become a fan of Ricoh Cameras on Facebook: www.facebook.com/RicohCamerasAus Follow Ricoh Cameras on Twitter: www.twitter.com/RicohCamerasAus View the image gallery at: <http://www.flickr.com/photos/writeaway/sets/72157625788010445/>

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